

PRINTERS' INK.

A JOURNAL FOR ADVERTISERS.

VOL. LXVIII.

NEW YORK, AUGUST 25, 1909.

No. 8.

The Butterick Trio

Considered Editorially

Fashion dominates the Butterick Trio. The Butterick magazines stand easily first in the Fashion field, and are so accepted by women readers and by advertisers.

Leadership in other fields of interest to women is demonstrated by the following fact.

Study it carefully.

During the last six months the Trio devoted over 50% of its reading columns to subjects other than Fashion. Fiction, cooking and foods, beauty, health and hygiene, house plans and outdoor topics, music, art, etc., are fully and freely covered.

These facts should be significant to you as an advertiser of the goods which women buy.



W. H. Black

Manager of Advertising
Butterick Building
New York City



F. H. RALSTEN, Western Adv. Mgt., First Nat'l Bank Bldg., Chicago

Ask Our Advertisers



Talk DAILY to 2,850,000 People— All of Them Workers and Buyers

You can do this on the cards and posters of the New York SUBWAY and ELEVATED, and the BROOKLYN RAPID TRANSIT: the lines that carry LONG-Distance riders—passengers who *ride far enough to read carefully*,—ALL of them *earning, spending* BUYERS.

This great system—the finest of its kind in America—carries MORE passengers than all other local lines together, yet the cost per car is *less* than other companies charge for car space on *short-distance* lines, and those away from the crowded centres.

Through this medium you can COVER New York more thoroughly, by far, than in any other way. People have their individual preferences in periodicals, but EVERYBODY RIDES; and Everybody that rides far enough to give thorough attention to advertisements, rides in these rapid, long-distance cars.

This is the very CREAM of Car Advertising—the “MAXIMUM Results” kind. Shall we call?

WARD & GOW

1 Union Square

New York



PRINTERS' INK.

A JOURNAL FOR ADVERTISERS.

ENTERED AS SECOND-CLASS MATTER AT THE NEW YORK, N. Y., POST OFFICE JUNE 29, 1893.

VOL. LXVIII.

NEW YORK, AUGUST 25, 1909.

No. 8.

ADVERTISING MEN LIKE "PRINTERS' INK" AD CLUB CUP IDEA.

SAY IT WILL HAVE A STIMULATING
EFFECT ON ADVERTISING CLUBS—
ACTIVITY AMONG FRIENDS OF
PRESIDENTIAL CANDIDATES—CIT-
IES AFTER 1910 CONVENTION.

Preparations are complete for the fifth annual convention of the Associated Advertising Clubs of America, which opens in Louisville to-day for a three days' session.

One of the matters now being discussed by advertising men is the announcement that PRINTERS' INK will award a cup to the club which shall make the most practical use of its opportunities during one year. The consensus of opinion is that the offer will result in much good—that it will stimulate the clubs to increased activity and bring about developments of great value to advertising interests.

Herbert M. Houston, advertising manager of Doubleday, Page & Co., said: "The PRINTERS' INK Cup will spur the clubs to competitive endeavor along serious educational lines; and these are the lines that the club movement must follow if it is to succeed. It is characteristic of the 'Little Schoolmaster' to propose an educational plan of this kind, and I believe it will help along the cause of better advertising. Good luck in a good cause."

W. L. Brann, advertising manager of the National Cloak & Suit Co., expressed himself thus: "I have always been of the opinion that advertising men do not work together as much as they should and anything which will bring about closer relationship between

them has my hearty endorsement. Advertising clubs can make themselves of great benefit to everybody concerned with advertising if they will only try to do so, and I consider the PRINTERS' INK Cup offer as a stimulant to greater activity. It is really a splendid thing. If it results in developing some really good ad clubs it will be doing a great work, and should have the endorsement of every advertising man."

James A. Rodgers, advertising manager of *Harper's* magazine, gave the idea his endorsement in the following expression: "I am very much interested in PRINTERS' INK's offer of a cup to the ad club which makes the most practical use of its opportunities during the next year, and I am glad to see that PRINTERS' INK is giving its official recognition to the growing ad club movement. This offer is bound to excite widespread interest, not only in the national organization of advertising clubs, but also in every city in the country where advertising men occasionally get together. It is a mighty good proposition. If the clubs will only accept the PRINTERS' INK offer in the spirit in which it is made and will earnestly endeavor to deserve the cup, the result will be to the distinct advantage of all advertising interests."

Frank C. Hoyt, advertising manager of the *Outlook*, gave his unqualified approval to the proposition. "There has been a great development of the ad club idea in the last few years," said Mr. Hoyt. "There are now more ad clubs in existence than ever before, and they are doing better work than ever before. It seems to me that PRINTERS' INK has come

along with its offer at the psychological moment, and I look for splendid results to follow it."

The president of the Association has sent **PRINTERS' INK** the following letter:

KETTERLINUS LITHOGRAPHIC MFG. CO.
NEW YORK, Aug. 21, 1909.

Editor of **PRINTERS' INK**:

I cannot leave for Louisville without telling you how appreciative we are of the fine editorial that appeared in last week's issue of **PRINTERS' INK**. I know that this will be a great help to our cause. The sentiments expressed are right in line with what I have talked for a year, and to have you come out with a statement such as you have, means the backing up of my own work that will be of great assistance to me in handling the convention.

E. D. GIBBS,
President Associated Advertising
Clubs of America.

The **PRINTERS' INK** Cup is now in Louisville in charge of H. J. Haarmeyer, representing **PRINTERS' INK**, who will make the official announcement of the offer to the convention. Full details of the cup offer were printed in last week's issue of **PRINTERS' INK**.

CANDIDATES FOR PRESIDENT.

An interesting contest for the presidency of the Association is being conducted by the friends of several prominent advertising men.

At present the leading candidates seem to be: S. C. Dobbs, of the Coca-Cola Company, Atlanta; O. H. L. Wernicke, of the Macey Company, Grand Rapids, Mich.; William Thompson, of the Kalamazoo Stove Company, Kalamazoo, Mich.; James A. Rodgers, of *Harper's* magazine, New York.

Mr. Dobbs enjoys the distinction of being identified with one of the greatest successes ever made in the line of beverages. As an advertiser he is decidedly aggressive and his conduct of the Coca-Cola campaigns has always been of a very energetic character.

Mr. Wernicke is one of the pioneers in the manufacture and exploitation of sectional bookcases. At one time he was a competitor of Fred Macey, another pioneer in the same line; but their interests were consolidated some years ago. Mr. Wernicke is a persistent advertiser.

Mr. Thompson was the first man to sell stoves by mail and originated the famous phrase "Kalamazoo direct to you." He is one of the greatest advertisers in the country. Moreover, he is so enthusiastic a believer in advertising that he is always ready to give his time to advancing its interests, or to convincing some other manufacturer that he ought to advertise.

Mr. Rodgers has been advertising manager of *Harper's* magazine for many years, and has been an important factor in the development of many advertising ideas. He was at one time president of the Quoin Club.

Any of these men would fill the office of president in a highly satisfactory manner, and whichever is elected the affairs of the Association will be in capable hands. Mr. Rodgers is especially well qualified for the office. His long and successful experience on the advertising end of one of the greatest of American organizations has given him a thorough knowledge of advertising in all its phases. He is a man of broad views and great executive ability, and is in a position to promote the efficiency of the Association. He is known to advertisers from one end of the country to the other, holding their confidence to an unusual degree. A strong argument in favor of Mr. Rodgers is that he is an Eastern man. Heretofore, the Western element has so dominated the Association that many have come to regard it as a sectional organization. With Mr. Rodgers in the presidential chair this handicap to growth would be overcome.

CITIES AFTER 1910 CONVENTION.

Another lively contest is being carried on by several cities for the next convention. Onaha is in the fight, Atlanta is pushing her claims, Dallas would like to pluck the plum, Buffalo has a bunch of rooters, and Memphis is being energetically boomed. The last-named city, by the way, has adopted modern methods and sets forth her advantages in a full-page advertisement in this issue of **PRINTERS' INK**.

This Time 60,000 Last Year 50,000 Replies

Last year 50,000 children attended THE NORTH AMERICAN'S annual outing at White City.

This year there were more than 60,000.

And the invitation coupons were clipped from
a single issue of

THE NORTH AMERICAN PHILADELPHIA'S NEWSPAPER

To the advertiser whose state of mind is Missouri, this should be positive proof that THE NORTH AMERICAN is in closest touch with the families of Philadelphia; that they are in hearty accord with its enterprises and policies and respond quickly and mightily.

And it is beyond dispute that the newspaper that is strongest in the homes, is the one that gives the best result to advertisers.

A test will prove this to you.

THE NORTH AMERICAN PHILADELPHIA

New York
516 Flatiron Building

Chicago
1202-4 Tribune Building

St. Louis
409 Globe-Democrat Building

CLOTHING ADVERTISERS IN NEW YORK AP- PAREL SHOW.

MANY CLOTHING AND APPAREL
FIRMS REPRESENTED—ADVERTISING
AGENCY AND A NEWSPAPER AMONG
THOSE WHO HAD BOOTHS.

From an advertising point of view the International Style and Fabric show, held in New York last week, was of considerable interest because of the fact that many of the more than one hundred clothing and apparel manufacturers showing their lines are either large national advertisers or "on the way." Practically without exception the concerns which used floor-space stand committed to progressive advertising policies. Many of them are houses which have been converted to advertising within the last few years.

The show served as a central meeting-place between maker, buyer and seller.

Among the well-known advertisers represented at the apparel show were: Alfred Benjamin & Co., "Benjamin Clothes"; Brill Bros.; International Manufacturing Company, "Sealpackerchief"; Alfred Decker & Cohn, Chicago, "Society Brand" clothes; E. L. Blimline & Co., "College Brand" clothes; Frankel Bros., "Frankel System" clothes; Arnold Louchheim Company, Philadelphia, "Alco System" clothes; Everwear Hosiery Company, Milwaukee; Holeproof Hosiery Company, Milwaukee; Knotair Hosiery Company, Philadelphia; Roelofs & Co., Philadelphia, "Roelof" hats; Samuel W. Peck & Co., "Sampeck" clothes; Yale Suspender Company, Champion Manufacturing Company, belts; Healey Knitting Company, Detroit, "Country Club" sweaters; Standard Knitting Company, Cleveland; Marks Arnheim; H. Black & Co., Cleveland, "Wooltex" garments; Downer, Hawes & Co., "La Resista" and D. H. C. corsets; Pennsylvania Knitting Mills, Philadelphia, ladies' sweater coats; Grand Rapids Show Case Company and the Architectural Woodworking Co.

So far as known also this show is the first on record at which advertising agencies have exhibited specimens of their handiwork. Sherman & Bryan, Inc., and H. Sumner Sternberg, New York agencies making a specialty of clothing and apparel publicity, both had booths.

As a matter of fact one of the advertising side-issues of the show was "The Show Booster," a neatly-printed, four-page humorous journal of the show, published daily by Sherman & Bryan. The heads of the latter agency, George C. Sherman and Alfred S. Bryan, were directors of the show and to their efforts the success of the undertaking was in large degree due.

The official catalogue and directory of the show, published by this agency, is said to have been the largest and one of the handsomest books of its kind ever put forth in connection with any show ever held in New York. It carried just about \$8,000 worth of advertising.

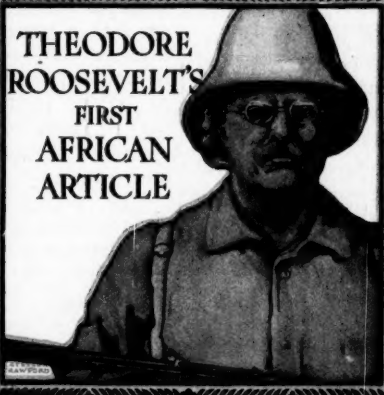
The New York Evening Mail, which has recently been doing yeoman service in stirring New York business men to advertise, had a booth at the show. Many of the leading dry-goods, style and apparel publications were among the exhibitors. A novel display in this class was that made by the Fairchild Publishing Company, of New York, who showed an enlarged facsimile copy of the July 21st issue of *Men's Wear*. This copy, reproduced on heavy paper by photographic process, was 2 feet 7 inches wide by 3 feet 6 inches high and weighed more than seventy pounds. It showed every detail of the original issue. The other Fairchild publications, *Chicago Apparel Gazette*, *Daily Trade Record* and the *Gentleman's Journal*, were also included in this exhibit.

Other trade journals having displays were the *Haberdasher, Clothier & Furnisher*, *American Hatter*, *Dry Goods Review*, *Toilettes*, *Dry Goods*, *Style Magazine*, *Millinery Trade Review* and *Nugent's Bulletin*, *Crerand's Cloak Journal* and *Silk*.

VOL. XLVI NR 4. OCTOBER 1909 PRICE 25 CENTS

SCRIBNER'S MAGAZINE

THEODORE
ROOSEVELT'S
FIRST
AFRICAN
ARTICLE



CHARLES SCRIBNER'S SONS NEW YORK
509 FIFTH AVENUE NEW YORK - TEMPLE HOUSE, 241 LEXINGTON AVE

The **OCTOBER SCRIBNER'S MAGAZINE** will dominate every newsstand in the country. Its publication day will be heralded everywhere. If there is a hamlet in the land where they are not waiting to read Mr. Roosevelt's fascinating story of his African experience we have not located it. Seldom has a conservative high grade magazine the opportunity of being really popular — of exciting a great popular demand. It is a pleasant experience and we are taking advantage of it — and we are giving advertisers a chance to take advantage of it too. We are not raising our rates — **\$250.00 per page** — the same as usual.

**Don't be too late with your copy —
Forms close Sep ember 6th.**

Increased Effectiveness of a Medium for Reaching Women

ALTHOUGH there are plenty of periodicals which aspire to the title of "women's publications," the number which reach women effectively and bring actual results to advertisers are not particularly numerous.

Every advertiser of wide experience has learned that a publication, in order to influence women, must, first, be attractive, and, second, be conducted with a thorough knowledge of feminine requirements. Therefore, the publications which give proper attention to these points are most valuable as advertising mediums.

Considering these facts, the improvements which have been made in *Dressmaking at Home* since the new management took charge are significant. One of these improvements is the adoption of three-color cover designs, giving a much higher tone to the magazine and making it

distinctly attractive to feminine eyes. Other important improvements are the addition of more pages, providing more space for material of special interest to women; a larger number of style illustrations; a higher grade of art work; more attractive make-up and printing.

The peculiar value of *Dressmaking at Home* as an advertising medium lies in its close relationship with its readers. It is specifically for women who do their own dressmaking—the very finest class of women that any advertiser can talk to. They are thrifty—are discriminating buyers—are readily influenced through this publication, which has their complete confidence. An indication of the splendid class of women reached by *Dressmaking at Home* is the fact that they are users of the famous MAY MANTON PATTERNS, recognized as the last word in up-to-date fashions.

Chicago Office:

16 State Street

New York Office:

225 Fifth Avenue

HOLSTEIN BREEDERS IN UNIQUE ADVERTISING CAMPAIGN.

HOLSTEIN-FRIESIAN ASSOCIATION ADVERTISING IN MAGAZINES, FARM PAPERS, ETC., TO INCREASE DEMAND FOR HOLSTEIN MILK AND TO SELL MORE CATTLE TO DAIRYMEN.

Advertising has gone to many lengths in the course of its interesting and young career, and has been found to be the arch keystone of many a difficult situation.

I doubt, however, whether at any time a more interesting use of it has been made than by the Holstein-Friesian Association, which is banded together to promote the use of Holstein milk and the sale of Holstein cows.

The consumer of milk is half a dozen removes, at least, from the breeder of the stock of cows kept by the dairyman who sells the milk. The distance between the Holstein breeder and the public is greater and more devious, probably, than the distance between any other business concern or organization. A greater and more obstinate variety of difficulty presents itself to be overcome than almost any other proposition. Hundreds of concerns with not nearly so strong a resistance are skeptical and hesitate over the practicability of a consumer campaign.

The Holstein-Friesian Association is composed of 2100 breeders of Holstein cattle. They are firm believers in the superiority of Holstein milk for all purposes, and have considerable scientific weight of opinion back of them. The Holstein cows have great milking capacity—about three times that of smaller breeds. Holstein cows hold world's records for milk, butter and cheese. Government investigators, specialists on infant feeding, and other authorities have made repeated recommendations of Holstein's milk. Jersey cows have a much higher average of fat, but it is claimed that this is a distinct dietetic disadvantage.

The Holstein-Friesian Association was organized primarily to

keep the records and pedigrees of Holstein cattle, and present records show over 40,000 owners of Holstein cows. Records of every sale of Holstein cattle are kept, and an accurate check kept on the production of Holstein milk. Owners of Holstein animals are furnished a certificate.

The advertising campaign was the result of the creative work of A. W. Ellis, advertising agent, Boston, who convinced the association of the value of an aggressive effort to increase the popular demand for Holstein milk. Pre-

Holstein Milk Will Make Your Baby Strong and Plump

¶ This is not a condensed milk or patented food. Holstein milk is the milk of the Holstein breed of cow—the largest, strongest and sturdiest of all dairy animals. This particular kind of milk is very different from any other milk, and far superior in body-building qualities. Besides it is perfectly easy to digest, as easy as mother's milk. If you will try Holstein milk you will probably find it just the food your baby needs especially if the little one seems improperly nourished. Your milkman should furnish you Holstein milk, but if he says he has no Holstein cows, write us, giving us his name and address as well as your own. We will send you free a booklet about baby feeding, and assist you to find Holstein milk near home.



HOLSTEIN FRIESIAN ASSOCIATION
54 American Bldg. Brattleboro, Vermont

MAGAZINE AD.

viously there existed almost no general understanding of differences in milk. "All milk looks alike to me" might be said to be the popular sentiment. That there was anything further than purity and non-dilution to be considered in milk few people have been aware.

Yet infant-feeding specialists are almost unanimous that Holstein milk, containing less fat, therefore more similar to human milk and more digestible, is the kind which should be used.

There are innumerable other

nondescript cows whose milk is good, bad and indifferent, and it was with the idea of getting a lever on dairymen owning these as well as Jersey cows, that the advertising to the consumer was begun.

"The purpose of our advertising," says F. L. Houghton, secretary of the organization, "is to first call the attention of the general public to the superior merits of Holstein milk over other milks; second, to create a demand for Holstein milk and thereby increase the sale of Holstein cattle; third,

there are a great many places where we have no dealer selling milk; in such cases we ask for the names of the inquirer's milkman and send him a letter and our literature setting forth the merits of Holstein-Friesian cattle and their milk with the idea of interesting him in the breed, at the same time urging his customer to insist upon getting Holstein milk.

"This plan has been in operation now for about a year and has been successful. We have another plan for calling attention to Holstein milk by following up names in the birth list with form letters and literature.

"We believe that when the public learns through our efforts something of the excellence of Holstein milk, the milk dealers throughout the country will be only too glad to supply the milk. To supply the milk they will have to buy Holstein cows, and these cows they will buy of the members of our association.

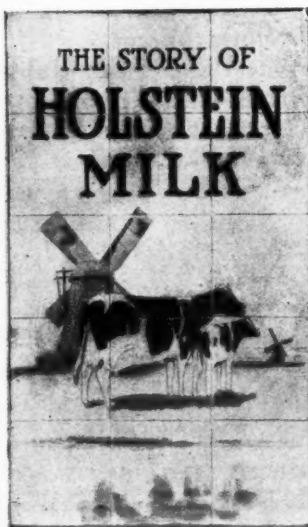
"By so buying, the dairymen will be amply protected in their purchase by our system of registration and record, the public will be protected against the danger of misrepresentation by the milkman, since the milkman will have no sufficient excuse for not having Holsteins."

If those who read the ads inquire of their milkman for Holstein milk, and the man says his cows are Holstein, the consumer is told to ask to see his certificate, and if the consumer will go to the farm he can identify every animal from these certificates.

Very good booklets and follow-up are used by this concern. They include treatises by physicians and dairy experts, records of the milking prowess of various cows, and leaflets and special literature for dairymen.

Through the farm papers arguments are used to show the superior advantages of Holstein cattle, and the advertising campaign is made an additional argument.

Plans for an international institute of agriculture at Rome are being made, looking toward the dissemination of the world's best agricultural ideas for mutual betterment of crops.



BOOKLET COVER.

to overcome the prejudice in favor of other milks.

"We have a series of form letters that we send in reply to inquiries arising from our advertisements which are carried in several magazines, farm papers, and medical journals. Upon getting an inquiry from a mother or a person looking for Holstein milk we send them, if possible, the names of retailers in their locality supplying Holstein milk. Our records give this information, but of course

THE SEPTEMBER McCLURE'S

FARTHEST SOUTH

The first of a series by Lieut. Shackleton, illustrated with the most wonderful photographs of landscapes and Antarctic animal life.

THE BEST WAY TO PREVENT INDUSTRIAL WARFARE.

By DR. ELIOT, President Emeritus of Harvard University. Dr. Eliot says: "The recent strikes in Philadelphia and Georgia make it clear that this country is still in a very barbarous condition as regards industrial disputes.

THE SECRETS OF THE SCHLEUSSELBURG PRISON.

By Dr. Soskice, the famous Russian exile and writer.

THE EFFICIENCY OF ENGLISH COURTS.

An example for America. By Jesse Macy.

BEER, THE DRINK THAT HAS MADE THE AMERICAN SALOON.

By George Kibbe Turner.

AN ENGLISHMAN'S IMPRESSIONS OF AMERI- CAN RULE IN CUBA.

By Sir Harvey Johnston.

THE FLY, THE DISEASE OF THE HOUSE.

By Professor E. T. Brewster.

SHORT STORIES

By Percival Gibbon, Kenneth Brown, George Allen England, Eugene Wood, John Fleming Wilson, Arthur K. Akers.

FARMERS NOW BUYING BONDS.

MANY BEING SOLD IN THE WEST TO FARMERS WITH MONEY—EXPERIENCE OF PRUDENTIAL TRUST COMPANY—MORTGAGES NOW MOSTLY PAID OFF.

By Charles Ladlaw.

Few advertisers appreciate the fact that in the past few years the farmer has become economically independent. Everyone will remember the large part which the mortgage indebtedness of the average American farmer played in the politics of the 1893 panic period.

Things were going pretty hard just about then. Scientific farming was at that time but little practiced and the larger bulk of farmers in the West were then engaged in the effort to make their crops pay for the land they, in their eager optimism, had undertaken to own.

The panic of 1893 hit them a very hard blow and prices for crops advanced but slowly upward from that time. In 1895 wheat was as low as 48¾ cents a bushel. In the last ten years one farm after another has paid off the last dollar of indebtedness, and in many cases the farm was sold at a good high price while the farmer retired. Thousands of villages in the West are peopled with farmers who have retired—holding in many cases, a mortgage on the old farm, bought by someone else at two or three to ten times the amount originally paid. In other words, the farmer, who 15 years ago was struggling to pay a mortgage, is now the holder of a mortgage on someone else, and at a figure representing frequently 500 per cent. profit on original cost.

This situation and the constantly increasing accumulation of profit from better crops has given the farmer far more ready money than heretofore. He has patronized the savings banks most liberally—which is the usual method of a class of people which has acquired no investment knowledge as yet.

The same shrewd qualities

which made the farmer successful is making him open to more remunerative investment. It is not on the farm that the wildcat suckers are caught—it is in the cities. *Farmers are now buying bonds.*

For a long time land has been the chief farming investment of farmers. But land buying has a limit for individuals, and after buying as much as he can look after, the farmer is now turning to high class bonds.

The Prudential Trust Company, Topeka, Kansas, sells two-thirds of its bonds to farmers. Says George P. Stitt, secretary:

"We have sold quite a large amount of bonds to farmers, and it has been a very easy matter to reach them. The farmers in this country are all full handed and have been for the past five or six years. There is no class of citizens that has more time to read newspapers than the farmers. They not only read the news columns but every advertisement.

"We simply inserted a small ad in our daily and weekly papers and the very first people to respond were the farmers. It is no trick at all to reach the farming community through a good advertising medium. We have two excellent farmers' papers in Topeka. The *Farmers Mail and Breeze* and the *Kansas Farmer*, and you can hardly find a country home in Kansas that does not subscribe to either one or both of these papers. Nearly every community has the advantage of free delivery of their mail, and nearly every farmer also takes a daily paper. They are busy looking for investments that are not subject to taxation."

There is good food for thought to advertisers in this fact that farmers throughout the middle west, northwest and southwest are buying bonds. People do not buy bonds until they have not only the necessities and ordinary comforts of life, but also some of the best comforts and luxuries. No farmer will invest in bonds until he's got good sanitary appliances, a piano for his daughter, the best farm tools and equipment, and a great many more things

Good Crop Reports

There are only two organizations in the world that carry on regular and systematic crop reporting upon a scale covering the whole country. One is the United States Department of Agriculture; the other the Bureau maintained by the Orange Judd Trio under the direction of Mr. B. W. Snow of Chicago.

The Orange Judd Bureau is the only non-governmental agency that has the facilities and is ready to spend the money required to secure definite, regular, prompt and systematic crop knowledge, and the crop reports which it presents have stood a test of twenty years in accuracy and reliability not even second to the official governmental work.

The ORANGE JUDD TRIO

Staff of crop reporters is chosen from men of good judgment among farmers and is under constant scrutiny. Its personnel is high. For many years the late Governor Mount, of Indiana, served as a reporter for his county. In our present list is a former governor of Nebraska, an ex-lieutenant-governor of Kansas, and a number of state legislators, and scores of men chosen to official position by their fellow citizens.

We have a most interesting booklet entitled, "Helping the Farmers by Good Crop Reports," which we shall gladly send you for the asking. It's interesting because it gives facts which are not obtainable anywhere else.

ORANGE JUDD COMPANY

Western Office:
1448 Marquette Building
Chicago, Ill.

Headquarters:
439-441 Lafayette Street
New York

Eastern Office:
1-57 West Worthington St.
Springfield, Mass.

The American Wool and Cotton Reporter

The recognized and only organ of the textile industry

Circulation 2,000,000 h

When the treasurer of the largest textile mill in the world offered for sale a complete textile mill, he advertised it only in the WOOL AND COTTON REPORTER. His reasons for choosing the WOOL AND COTTON REPORTER alone out of seventeen textile papers were probably as follows: He himself subscribes for it. His mill agent, superintendents and overseers subscribe for it, and he knows that every textile manufacturer of importance not only subscribes for, but reads the WOOL AND COTTON REPORTER. He did not reason, perhaps, in so many words that the WOOL AND COTTON REPORTER is the oldest textile paper published; that every mill treasurer in Boston, all but one in Fall River, and practically every mill treasurer, agent, and superintendent in the United States is a reader. It probably never occurred to him that the only paper published which carries the dividend and other notices of textile corporations is the WOOL AND COTTON REPORTER. He reads the paper himself and knows that it is a newspaper with a vigorous editorial policy, that it is the only paper of its kind covering the textile field. He reads it, therefore other important men must read it, and the WOOL AND COTTON REPORTER alone had the advertisements of the Amoskeag Mills, the largest mill in the world, offering for sale the complete equipment of the Manchester Print Works.

Nobody knows better than the average textile mill superintendent and overseer which paper it is that reaches and is read by the mill owner. The WOOL AND COTTON REPORTER carries an average of sixty advertisements every week of mill superintendents and overseers seeking better positions. These advertisements are not run at a low rate to increase the number of them, but are at a higher rate than the regular advertising columns.

If you sell machine tools you cannot cover the textile field by advertising in a machinists' paper. The textile machinists' problems are handled only in the WOOL AND COTTON REPORTER, not in any

For advertising rates a

FRANK P. BENNETT & C

530 Atlantic Avenue, BOSTON

2 Rector Street NEW

Wool and Cotton Reporter

an of the textile industry of the United States

2,000 horsepower

other paper. The textile machinist reads the WOOL AND COTTON REPORTER, even though he does not take another paper.

If you sell power plant requirements you cannot cover the textile field by using an engineers' paper. The textile mill engineers' and master mechanics' problems are handled only by the WOOL AND COTTON REPORTER, and these expert mechanics read the WOOL AND COTTON REPORTER even though they do not use another paper. You can only profitably advertise machine tools and power plant requirements to the textile field through the columns of the WOOL AND COTTON REPORTER.

Everybody in the textile field reads the REPORTER, the mill presidents, treasurers, agents, superintendents, overseers.

The largest textile mill in the world advertised only in the WOOL AND COTTON REPORTER when it had machinery to sell.

The largest manufacturer of textile machinery in the United States uses more advertising space in the WOOL AND COTTON REPORTER than in any other medium.

The largest manufacturer of steam engines and boilers in the world uses only one advertising medium among the textile trades papers—the WOOL AND COTTON REPORTER.

The largest amount of money spent by the publishers of any textile paper for editorial and news articles is spent by the editor of the WOOL AND COTTON REPORTER.

The largest industry—aside from railroads—in the United States is textile manufacturing.

The WOOL AND COTTON REPORTER has the largest circulation and the lowest rate per thousand paid subscribers (the advertiser's unit of value).

advertising rates address.

WOLFE & COMPANY, Inc.

Street NEW YORK

308 Chestnut Street, PHILADELPHIA

Printed Things

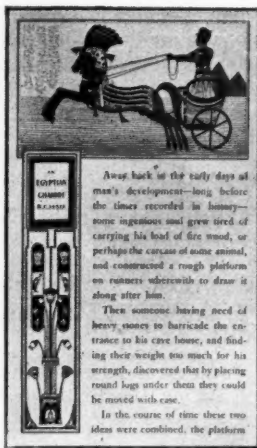
The Firestone Rubber and Tire Company, Akron, O., recently issued a booklet entitled "Progressive Locomotion," which is intended to convey some idea of the progress made in vehicles and to give an authentic account of the methods used in harvesting rubber and securing cotton for the manufacturer of the Firestone Pneumatic Automobile Tires.

The booklet starts with the pleasure conveyances of the earliest ages. The first is a picture and description of the Egyptian chariot, which is herewith reproduced. This is followed by the Anglo-Saxon ox-cart and the horse litter, and the subject is followed on through

The cover design is entirely decorative and printed in red and gold, while the inside pages are in colors throughout.

A notable feature is a series of page pictures in colors, showing automobile scenes. The drawings are well executed, and the subjects are chosen with an eye to attractive composition.

As a specimen of good printing, the booklet deserves much commendation. Each page is perfectly balanced and so arranged as to secure the greatest possible advantage. The half-tones of automobiles and carts are perfect examples of the engraver's art, and the manner in which they appear on the printed

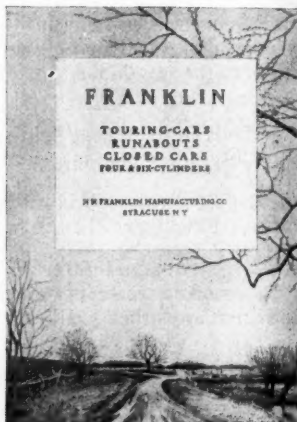


PAGE FROM "PROGRESSIVE LOCOMOTION."

the various ages up to the bicycle and the automobile.

The booklet is attractive and interesting. It is printed throughout in two colors, is simply but effectively decorated, and is excellent typographically. Its advertising value, however, is not as great as it ought to be, considering the amount of money expended on it. The latter part of the book is devoted entirely to the raw material which goes to make the Firestone pneumatic tire; but very few automobilists are interested in such a story, which is more suitable to the pages of an encyclopedia than to an advertising booklet.

A very elaborate booklet has been issued by H. H. Franklin Mfg. Company, makers of the Franklin automobile, Syracuse, N. Y.



TITLE PAGE OF AUTO BOOKLET.

page shows unusually skillful presswork. This is undoubtedly one of the most effective automobile booklets of the season.

An excellent little book has been issued by the Pierce School, Philadelphia, entitled "The Battle of Life." It contains "Some Stories of Human Interest from the Lives of Boys and Girls who went to Peirce's," and it is interesting enough to imbue any youth with a desire to attend this school. The illustrations are rather crudely drawn, but as they are reduced to a very small size this does not interfere with the effectiveness of the booklet. Anyway, the class of young people for whom it is intended, are not likely to be art critics.

Are Your Eyes Shut?

Perhaps they are and you don't know it. Do you check the mediums in which you advertise on their *past records* or on *present-day conditions*? Are you quite sure that some of the younger, livelier, more alert magazines have not distanced in the race for publicity some of the old-timers you are using?

This magazine business is somewhat like a horse race—first one, then another, takes the lead.

In circulation, HAMPTON'S is some distance from the leaders, but during the past two years has gradually, constantly, month by month, been creeping up, until now we are in sight of the post.

The reason for this is the intrinsic merit of the magazine. From an editorial viewpoint there is no more readable magazine published in this country. This is not a boastful statement—you can prove it yourself by comparing HAMPTON'S with your favorite magazine.

You cannot afford to keep HAMPTON'S off your list. The advertising pages offer you a wonderful selling power. Through HAMPTON'S you are appealing to a new field—a field of the keenest-minded, most alert Americans—for the simple reason that these are the only sort of people who are interested in our kind of a magazine.

October forms close September 4th

F. W. THURNAU
Western Adv. Mgr.
1638 Tribune Building
Chicago

HOWARD P. RUGGLES
Advertising Mgr.
66 West 36th Street
New York

Hampton's Magazine

DIOXOGEN ADVERTISING TO WIN GENERAL TRADE IT CREATED.

CAMPAIGN JUST STARTING TO TURN BOTH DEALERS AND PUBLIC FROM THE CAMP FOLLOWERS WHO ARE REAPING TRADE FROM DIOXOGEN'S PREVIOUS PUBLICITY.

With the publication of a double-page spread in the issue of the *Saturday Evening Post*, for August 21, the Oakland Chemical Company, of New York city, fired the first big gun in an important educational campaign to advertise Dioxogen. A striking feature of the campaign will be that magazines and weeklies of general circulation will be used for their educational effect on the drug trade fully as much as for their influence with the consuming public.

"Dioxogen, which is merely peroxide of hydrogen, much purer and stronger than the grades commonly sold, has been on the market for five or six years under its present name," says H. M. Horr, who has recently become advertising manager for Dioxogen. "In that time it has been liberally advertised. It is the only peroxide that has ever been really advertised to the public. Virtually all the advertising up to this time has been devoted to teaching the consumer its many uses as an antiseptic and disinfectant.

"To-day, as a result of this advertising, there are on the market perhaps seventy-five to a hundred makes or grades of the chemical. The total sales of peroxide are enormous. The makers of the cheaper grades have simply taken advantage of the advertising for which the Oakland Chemical Company has paid out its money year after year. Selling at less price makes which are alleged to be as good as any peroxide, many manufacturers are pushing out large quantities of their products not only through drug stores but through department and five-and-ten-cent stores as well.

"Stirred by the steadily growing competition of these inferior goods, the Oakland Company sev-

eral months ago sent out its salesmen to make a thorough canvass of the state of trade throughout the country. Their investigations disclosed that the Dioxogen business, while large, was not what it should be in view of its marked advantages over the cheaper grades.

"The public had been educated up to the use of peroxide, but it had lost sight very largely of the fact that there was such a thing as quality in peroxides. This feeling was largely encouraged, it was found, by many dealers who honestly believed all these preparations were alike because all had the same chemical formula— H_2O_2 .

"This failure both on the part of the public and of the dealer to understand that the real efficiency of a preparation of this sort for medical and toilet use depends chiefly on its purity and strength made it clear that some radical step would have to be taken without loss of time to educate the consumer and the druggist also along this all-important line of quality. Accordingly the present campaign, which is designed almost wholly to demonstrating that Dioxogen is far superior to any other peroxide on the market, was begun."

Realizing at the outset that the greater profits which the sale of inferior goods assured them would make the education of the druggists even more difficult than the bringing of the public into line, the Oakland Chemical Company decided to make its appeal to the trade a vital feature of its advertising. The campaign began with strong full-page copy, aimed at both consumer and dealer, in the July magazines of standard size, and is now extending to the weeklies, where the space used will be mostly pages and quarter-pages.

The big *Post* double-spread argues strongly for the individual advantages of Dioxogen.

The talk about its uses comes in near the end of the ad and is clearly intended for the general reader. The dealer has little concern with it. The rest of the two

pages are for the reader too, but they are equally intended for the eye of the druggist. Thousands of druggists throughout the United States, it is figured, are certain to see the ad in the publication itself. Nevertheless, so that there will be absolutely no question about their seeing and reading it, exact reprints of it have been mailed in advance of actual publication to every one of the 45,000 retail drug merchants in the country.

With every reprint sent out went an exhortation that the druggist, in order to get the greatest benefit from the demand sure to follow the publication of the ad, hang the double-page spread in his window and keep it there for a week.

All the other advertising, whether to the public or to the trade, will merely serve to emphasize the points as to purity, strength, freedom from acetanilid, etc., made in this double-page ad. The fact that Dioxogen does not contain acetanilid, which is used in most peroxides to preserve their strength, will be a strong talking point. In this respect the campaign will be much of the same general educational character as that now being waged by Heinz to teach the trade and the public that his preserves are of superior order because free from benzoate of soda.

In addition to the *Saturday Evening Post*, which will carry three more double-page spreads in course of the year, Dioxogen copy will appear in such publications as *Collier's*, *Outlook*, *Literary Digest* and the *Associated Sunday Magazines*, among the weeklies, and in *McClure's*, *Everybody's Current Literature*, *Review of Reviews*, the *Monthly Style Book*, among the monthlies. A number

of other general publications will be used for special issues reaching the drug trade. Page copy will be used in the monthlies and quarter-pages to pages in the weeklies.

In seeking to educate the consumer the Oakland Company is prepared to give away hundreds of thousands of two-ounce bottles of its product as samples. Direct replies to all its advertising are sought, the sample bottle being held out as an inducement. Each magazine ad includes a coupon, on which the prospect is asked to indicate by a check mark whether he has or has not used a peroxide. Booklets adaptable to each case have

Many Druggists Throughout the United States and Canada Sell and Recommend

Dioxogen

THE PURE PEROXIDE OF HYDROGEN



Why Dioxogen, the Pure Peroxide of Hydrogen, Should be Recommended, Sold and Used Exclusively for Personal Toilet and Hygienic Purposes.

1. Dioxogen is the only peroxide of hydrogen that is absolutely pure and free from all impurities. It is the only peroxide of hydrogen that is stable and does not decompose. It is the only peroxide of hydrogen that is safe to use. It is the only peroxide of hydrogen that is effective. It is the only peroxide of hydrogen that is pleasant to use. It is the only peroxide of hydrogen that is economical. It is the only peroxide of hydrogen that is reliable. It is the only peroxide of hydrogen that is recommended by the highest authorities. It is the only peroxide of hydrogen that is sold and used exclusively for personal toilet and hygienic purposes.

2. Dioxogen is the only peroxide of hydrogen that is absolutely pure and free from all impurities. It is the only peroxide of hydrogen that is stable and does not decompose. It is the only peroxide of hydrogen that is safe to use. It is the only peroxide of hydrogen that is effective. It is the only peroxide of hydrogen that is pleasant to use. It is the only peroxide of hydrogen that is economical. It is the only peroxide of hydrogen that is reliable. It is the only peroxide of hydrogen that is recommended by the highest authorities. It is the only peroxide of hydrogen that is sold and used exclusively for personal toilet and hygienic purposes.

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9. Dioxogen is the only peroxide of hydrogen that is absolutely pure and free from all impurities. It is the only peroxide of hydrogen that is stable and does not decompose. It is the only peroxide of hydrogen that is safe to use. It is the only peroxide of hydrogen that is effective. It is the only peroxide of hydrogen that is pleasant to use. It is the only peroxide of hydrogen that is economical. It is the only peroxide of hydrogen that is reliable. It is the only peroxide of hydrogen that is recommended by the highest authorities. It is the only peroxide of hydrogen that is sold and used exclusively for personal toilet and hygienic purposes.

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THE OAKLAND CHEMICAL COMPANY NEW YORK



DOUBLE-PAGE SPREAD IN "SATURDAY EVENING POST."

been prepared and will be mailed in accordance with the circumstances.

"One of the five leading cities of the country will be used for a purely experimental street-car campaign," states Mr. Horr. "A series of cards, each bearing strongly on one good quality argument and dwelling on one use of Dioxogen, will be run in half of the cars. If our sales are materially increased in that locality the effort to educate the public through the street-car method will be extended to other cities.

"Half a dozen of the principal drug-trade papers will carry strong Dioxogen copy throughout the year. Half-page space will be used to make the druggist see that in the long run he will be the gainer if he sells our product.

He will be shown that he runs a big chance of deteriorating his standing as a reputable dealer if he continues to sell the inferior peroxides. The point will be continually urged that the reputation of his store is of more value to him than any individual sale profit.

"The trade papers on Dioxogen's list are the *American Druggist*, *Bulletin of Pharmacy*, *Druggists' Circular*, *National Druggist*, *Pharmaceutical Era* and *Western Druggist*. The copy will run every other week in the weeklies and in each issue of the monthlies.

"The general magazine and the trade paper advertising to the dealer, however, will be only a part of the important work to be brought to bear on the retailer. Through their medium we expect to get the dealer's attention and to make an important beginning in convincing him. The finishing touches will be given his education by means of special literature and aggressive personal work by Dioxogen's salesmen.

"Twelve striking folders, each hammering home some strong argument for our quality, have been prepared and these will be used to bombard the 45,000 druggists every month. The first of the series, outlining the plan of campaign, telling the retailer why it has been undertaken and offering to help him increase his sales of our goods, went out late in July.

"The returns from this first trade folder have been very encouraging. A return post-card was enclosed, with spaces to be checked indicating whether the druggist was or was not handling Dioxogen. The replies show that the better class of dealers are open to the quality argument and do not look upon the percentage of profit from individual sales as the whole thing.

"To every retailer who writes that he is interested we send a printed form, offering him his choice of six 'selling-aid' plans with his first order. There are several special features to each plan and the larger the order the more help the druggist gets. He can have special window displays if he wants them or he can have

electrotypes for his local newspapers. In some cases we even pay for a little newspaper space, if he prefers help in that form. If the dealer is in a small town this is likely to get good results.

"The Oakland Chemical Company figures on spending 50 per cent. of the amount of these initial orders on these various 'helps.' We do not expect to make any profit at all on this business, except the returns we get as advertising.

"Much the same sort of a campaign as is under way to educate the druggists has been launched to convert the dentists also. Five well-known dental papers—the *Dental Brief*, *Dental Cosmos*, *Dental Digest*, *Dental Summary* and *Items of Interest*—are being used to carry page copy each month, and in addition a missionary folder will go to each of 25,000 dentists every month. The first folder has already gone out and has proved a remarkable puller, producing 10 per cent. of replies from dentists who want more information and samples.

"Because of the well known prejudice of the medical profession against prescribing anything advertised to the public, no attempt will be made through publicity to reach the general practitioner. It would be like running up against a stone wall. Nevertheless I believe that the time is soon coming when an external antiseptic such as Dioxogen can be advantageously and with perfect propriety advertised to both physicians and laity."

The whole campaign is thus summed up by Mr. Horr: "The Oakland Chemical Company believes that the public, once it understands how much better Dioxogen is than the other peroxides, will give it the preference. As for the trade, nine out of ten reputable druggists probably honestly think one peroxide as good as another. This is because they haven't investigated. We're going to make it impossible for the retailer not to know. By means of our advertising, which will cost upwards of \$75,000, we're going to make him investigate."

Why Are You Neglecting the Land of Plenty—the Southwest?

If only 5 per cent of *all* the monthly publications reaches the South (as reported by expert special agent of the twelfth census), only 2 per cent reaches the following states:

Arkansas,	Louisiana,
Tennessee,	Oklahoma, and
Mississippi,	Texas.

The very *harvest* field of the country!

Even a large part of the 2 per cent is Southern made.

60,000 copies are furnished by **MEN AND WOMEN MAGAZINE**, Memphis, Tenn.

Proved by sworn statement.

And this is the *only* magazine published which chooses as its *specialized complete territory* the six rich states named—just as "Pacific Monthly" covers the Pacific coast states.

A *Virgin Field* waiting with open arms for progressive advertisers.

The Eastern Magazines haven't secured these well-to-do, cultured, progressive people for readers for the same reason you are not serving *one-tenth enough* of them as advertiser—because they haven't courted them—they have left them alone.

To *prove* this assertion, *four out of every five* people we ask to subscribe for **MEN AND WOMEN** do subscribe, gladly.

Both Men and Women!

It has been so easy for us to secure paid subscribers that we have been trying an experiment new to the publishing business—we have been *picking* as subscribers only those we most desired—

Those Women and Men with plenty of money to buy any advertised article—there is no middle class in the South—just "poor

white trash" and negroes on the one hand, and the well-to-do, cultured, well-dressed, particular, luxury-loving men and women on the other.

And they are now buying goods advertised in **MEN AND WOMEN**.

Before you make up your 1910 list give us an opportunity of submitting *convincing proof* of these strong assertions.

With our 33 traveling salesmen covering these six states, if you use **MEN AND WOMEN** we can secure you from ten to a hundred new dealers quickly—*apart from the returns from your copy, itself.*

Six thousand progressive dealers deliver **MEN AND WOMEN** to subscribers *our agents secure for them.*

Their ad. occupies the back cover in colors and mentions the goods advertised inside which they sell. Every ad. they thus annex secures sales for them.

They are enthusiastic boosters for the magazine and stockholders in our corporation. They prefer to sell the goods advertised by their magazine company wherever possible.

If we accept your copy and assist you in securing dealers by personal salesmen, our trade journal and our letters—offered in combination with your advertisement in **MEN AND WOMEN**—you are more lucky than we.

Twenty-two large national advertisers contracted in last 30 days—dozens more promised for Fall listing.

Want your share of the new business we are creating and—

A sample of the South's Finest Magazine—also largest and finest magazine *in the world* with a subscription price of 25 cents a year?—then write us to-day.

MEN AND WOMEN PUBLISHING CO., Inc.
64 N. MAIN STREET :: :: :: MEMPHIS, TENNESSEE

New York Representative: THOMAS H. CHILD, Flatiron Building



HELP! HELP!

**Is the Cry from all Parts of the Country
Help Wanted, High Wages Offered**

to harvest the enormous crops that command record prices; to operate every line of industry crowded with rush orders; to construct new and enlarge existing plants at an outlay of three billions of dollars.

This Spells Prosperity

unprecedented, widespread and general, that takes in all classes, but affects most the masses that spend as they earn.

Harvest COMFORT for October

will find its SIX MILLION READERS, the well-to-do plain people in every State and Territory, more flush with money and in better spirits than ever before.

If you care to share in this prosperity, to reap substantial profit from this splendid harvest,

Advertise in October COMFORT

October forms close September 15. Send through any reliable agency, or direct to

W. H. GANNETT, Pub., Inc.

New York Office: 1185 Flatiron Bldg.
WALTER E. JENKINS, Jr., Representative

AUGUSTA, MAINE

Chicago Office: 1635 Marquette Bldg.
FRANK H. THOMAS, Representative

"PRINTERS' INK" DOES NOT RECOMMEND THEATRE PROGRAMS.

A CORRESPONDENT ASKS SOME PERTINENT QUESTIONS—DISCOURAGING EXPERIENCE WITH CHICAGO PROGRAMME PUBLISHERS—NEWSPAPERS, MAGAZINES, STREET CARS AND OTHER PROVED MEDIUMS THE SAFEST.

NEW YORK, August 7, 1909.

Editor of PRINTERS' INK:

I attended a performance at the Broadway Theatre a few nights ago and, instead of being handed a regular programme, was given the enclosed small slip of paper on which the caste was printed in small type and very inconveniently arranged. There were no advertisements on the slip.

I have advertised in theatre programmes and it is my understanding that the theatre programme publishers agree to supply each theatre-goer with a programme and each programme is supposed to contain the advertisements.

Is it the custom of theatre programme publishers to supply only half of the theatre patrons with programmes and give the other half slips of paper like the one I am sending you? If it is, why shouldn't they reduce their advertising rates to half what they charge now?

Do you believe an advertiser can get a square deal from theatre programme publishers?

L. PREIS.

PRINTERS' INK endeavors to take a broad view of all forms of advertising, and believes that it is the "Little Schoolmaster's" mission to "boost" rather than "knock."

But PRINTERS' INK has very definite views on the proper relationship of medium and advertiser. It entertains the positive belief that co-operation between publisher and advertiser is absolutely essential. Unless the publisher gives the advertiser full measure in service for every dollar the latter spends there can be no mutual profit and the account cannot grow.

PRINTERS' INK has never said much about theatre programmes as advertising mediums—at which several readers have expressed some wonder. A number have even asked for our opinion on the subject, which PRINTERS' INK has heretofore declined to give. Now the time seems to have come for a frank avowal, and accordingly

PRINTERS' INK states, with regret, that it cannot conscientiously recommend the theatre programmes for the use of advertisers.

The questions which Mr. Preis asks are decidedly pertinent. Up to this time it has been PRINTERS' INK's belief that the New York programme publishers came closer to giving their advertisers a fair deal than those in other cities; but the experience recorded in the above letter certainly doesn't increase the brilliance of their halo. Rather does it tend to intensify the mysterious gloom in which the whole programme situation is shrouded.

A short time ago PRINTERS' INK had an experience with programme publishers which is highly illuminating. In its issue of December 2, 1908, an article appeared which purported to describe a campaign conducted by the Coey Auto Livery Company, of Chicago, in the Jefferson Theatre programmes of the same city. All the information for this article was supplied by the Jefferson concern. It stated that on a small expenditure exclusively in the programmes a business of \$15,000 a month had been built up by the Coey Company. After this article had appeared evidence was presented to PRINTERS' INK showing—

(1) That the Coey Company did *not* use the programmes exclusively;

(2) That the Coey Company's business had actually been built up by newspaper advertising, using the *Record-Herald* and other high-class Chicago newspapers.

Therefore, PRINTERS' INK made a little investigation and discovered several other interesting things. One was that the Coey advertising in the programmes was not paid for in cash, but was placed on an exchange basis. Another was that the programme publishers' rates are operated on a sliding scale—the advertiser with plenty of money to "blow" gets the maximum sentence, while the one who is "shy" of the coin is simply relieved of what he has. It was also developed that the policy of programme publishers

(with the possible exception, as **PRINTERS' INK** has always believed, of the New York concessionaires) is first of all to get the advertiser's money. Then if by any good luck the latter gets some results the plan is to camp on his trail for a renewal contract; but if he doesn't get results, forget him and hunt up a new victim to take his space.

PRINTERS' INK bases its conclusion as to theatre programme advertising on these two points:

First, there is no way of checking up programme circulation and of knowing how much is received for the money;

Second, there is no way for an advertiser to determine whether he is getting space at as low a rate as any other advertiser gets it.

These facts, together with **PRINTERS' INK's** own experience with theatre programme people, make it impossible for **PRINTERS' INK** to recommend this class of mediums to advertisers.

The practice of giving away slips instead of programmes referred to in Mr. Preis' letter may or may not be general among programme publishers. But whether it is or not, the safe policy for the advertiser is to stick to newspapers, magazines, street cars and other mediums which have proved to be business builders. They, as a whole, are honorably conducted, charge for space according to actual circulation, and have one rate for all.

WILL GUARANTEE RESULTS.

THE SHOW CARD WRITER.
PONTIAC, MICH., Aug. 6, 1909.

Editor of **PRINTERS' INK**:

Do you know of any magazine or any periodical that guarantees its advertisers satisfactory results? We make this statement to all prospective advertisers: On a three months' contract we will positively guarantee that the results will be satisfactory or we will render no bill for advertising. Naturally we exercise some supervision over the text of the copy and the illustrations, and this guarantee is made not in a general way but to a selected few, but when we accept an advertisement we absolutely guarantee that "the advertiser will be entirely and perfectly satisfied with the returns secured. Is this a step forward or backward?"

R. D. CASSMORE,
Editor.

CO-OPERATIVE RAILROAD AND COMMUNITY ADVERTISING.

A new idea in the advertising of sections of country is the "Community Co-operative Plan," which has been developed by the passenger department of the Oregon Railway and Navigation Company and the Southern Pacific Company's lines in Oregon. The plan is for the railroads to work in conjunction with commercial organizations in the various communities and in this way to prepare and publish advertising literature. Separate booklets are issued for each locality, part of the expense being borne by the communities especially interested in their publication. One booklet, for example, treats of "Lincoln County, Oregon," while a companion booklet tells "How to Get to Lincoln County, Oregon." In this way section after section is taken up and exploited. The booklets are attractively illustrated and well printed.

Wm. McMurray, general passenger agent, says that the plan has been adopted by practically every community in Oregon, Washington and Idaho to which it has been presented in detail, and that there are being published 1,500,000 copies of various kinds of literature.

Other kinds of advertising that form a part of this plan are advertisements in *Sunset* magazine; illustrated articles in *Sunset*, especially relating to each community; reprints in *Abroad* published in Europe; and additional pamphlets by the communities to reinforce their efforts as the direct or indirect results of this co-operative idea.

SIX POINT LEAGUE COMMITTEE.

President F. St. John Richards, of the Six Point League, has appointed the following committees:

Finance—A. M. Knox, chairman; John B. Woodward, C. I. Putnam, Louis Klebahn, H. M. Bowby, John Budd, Chas. Seested, Paul Block.

Plan and Scope—H. E. Crall, chairman; S. C. Williams, H. F. Lewis, T. S. Hand, S. G. Lindenstien, H. F. R. Huntsman, W. H. Maxwell, A. F. Smith, H. G. Halstead.

Quarters—T. E. Conklin, chairman; C. H. Eddy, F. R. Northrup, W. J. Morton, Julius Mathews, S. C. Stevens, E. Katz, H. D. La Coste, H. M. Lasker.

Entertainment—W. H. Smith, chairman; C. F. Kelly, E. A. Berdan, F. M. Krugler, R. R. Mulligan, J. F. Antisdel, W. D. Nugent, F. P. Motz.

Membership—I. J. Benjamin, chairman; W. H. Lawrence, J. T. Beckwith, R. J. Kenworthy, M. C. Watson, Robt. Tones, M. D. Hunton, R. J. Shannon.

Publicity—Dan A. Carroll, chairman; Lee Agnew, A. E. Clayden, L. A. Leonard, A. Klein, J. C. Wilberding, J. P. McKinney, T. F. Flynn.

The Beers Advertising Agency, of Cuba, has opened a New York office with George W. Dyer in charge. It aims to develop Latin-American advertising.

Use the Papers That Can Earn the MOST DOLLARS for You

HERE IS ABSOLUTE PROOF THAT

The Kansas Farmer

Pays Advertisers and is first in its field.

Guaranteed **52,000** Copies
Circulation Weekly

Read for yourself. - We have many more on file. Note that *we are producing the cash* for our advertisers. You can go behind inquiry returns but cash results are the last word with shrewd advertisers.

These advertisers are on the ground—they know the field. Do you want any stronger evidence that the *Kansas Farmer* leads in its field?

LARGEST SALES FROM KANSAS FARMER.

The results from our advertising in *Kansas Farmer* the past season were most gratifying. Especially is this true as regards the nature of the replies. I find in *checking up the orders* coming from your readers that they average larger than those of any other publication on my list.—Zimmerman Seed Co., Topeka, Kan., June 25, 1909.

SAME THING HERE.

Your paper to date has paid us better than any other paper. One thing we notice is the unusual class of patrons we reach through your medium. The *orders average larger* than from any other paper we advertise in.—Wichita Nursery, Wichita, Kan., June 16, 1909.

PAYS TOPEKA'S BIG DEPARTMENT STORE.

We are pleased with the replies to our ads in your paper. We consider it an excellent medium for getting the attention of the best class of farmers.—The Mills Company, Topeka, Kan., June 25, 1909.

A SHREWD FARMER-ADVERTISER SAYS:

I carried an advertisement in several of the leading farm papers of my Duroc hogs and I got more inquiries through *Kansas Farmer* than from all the rest combined. And the reason I think is that it is a paper that can be depended upon and the one that reaches more homes of good farmers than any other farm paper in the state. I think without doubt it is the best paper for the farmer.—R. B. Marshall, Willard, Kan., June 26, 1909.

FROM THE PRESIDENT OF THE KANSAS STATE BOARD OF AGRICULTURE.

We are very much pleased to report from our check up on our *Kansas Farmer* advertising that it shows double the results we have ever had from it during a similar period of time. We have also noted that a larger percentage of *Kansas Farmer inquiries result in sales than from inquiries* from almost any other source. You are certainly putting out a mighty fine paper.—Chas. E. Sutton, Lawrence, Kan., Breeder of Percheron horses.

HERE IS OUR STORY IN A NUTSHELL.

ALL ADVERTISERS GUARANTEED to our subscribers—on a "money back" basis.

NO PATENT MEDICINE, mining stock or similar class of advertising accepted. **WE ARE THE ONLY KANSAS** farm paper that has adopted the above two rules. **CIRCULATION BY STATES:** Kansas 42,000, Oklahoma 3,500, Missouri 2,000, Nebraska 3,500; balance scattered in nearby states.

For sample copies or any additional information address

THE KANSAS FARMER, Topeka, Kansas

Member of The Standard Farm Paper Association.

GEO. W. HERBERT,
Western Representative,
First Nat'l Bank Bldg., Chicago.

WALLACE C. RICHARDSON, INC.
Eastern Representatives,
41 Park Row, New York.

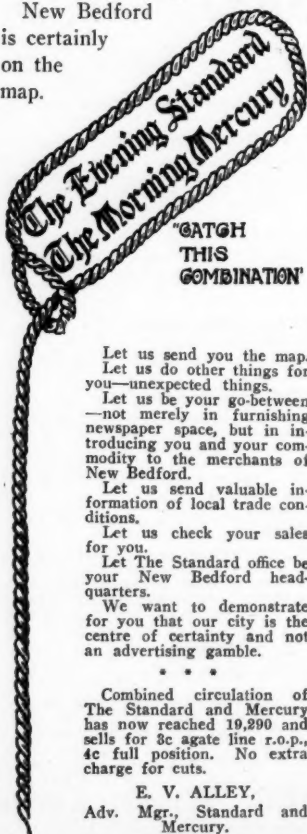
THE CHOSEN FEW.

Many may be mentioned—few are chosen.

And now, if you are to take the ten largest cities in New England, New Bedford must be counted in the list.

It is also true that New Bedford can now be figured for general advertising as a "hundred-thousand-proposition."

New Bedford is certainly on the map.



New Bedford, Mass.

A DEFENSE OF THE SERVICE BUREAU.

UNITY IN COPY DECLARED UNNECESSARY—COPY SHOULD FIT PARTICULAR PUBLICATION—SERVICE BUREAUS STAND CLOSE TO READERS AND KNOW HOW TO APPEAL TO THEM.

THE SYSTEM COMPANY.

CHICAGO, 1909.

Editor of PRINTERS' INK:

An article in a recent number of PRINTERS' INK, arguing over the case of the Individual Service Bureau for advertisers, arrives at the conclusion that the institution as a whole is a bad thing.

Permit me to run over the steps by which this writer arrives at his conclusion.

In the first place, he quotes an advertising manager who is operating such a service department, and this advertising manager finds a verdict of "guilty," because, he says, the old and experienced advertiser loses something every time he permits a piece of copy to be prepared outside of his regular channels.

I wonder what he *does* lose. If the copy is not good, he doesn't have to run it. If it is good, what *can* he lose—so long as it sells the goods? Should a sales manager discharge a good salesman because that salesman is not the same type of man as the others?

But this advertising manager says the advertiser loses "hang-together in the campaign." Just a moment and we will discuss the importance of "hang-together" from the only point of view it is worth considering—from the consumer's point of view.

First give a thought to the illustration this advertising manager points out—Mennen's Talcum Powder. If there is a campaign in the world or on the moon that constantly and persistently "hangs-together," is it not Mennen's? Did you, Mr. Editor, or anyone else ever see a Mennen's advertisement that did not look like every other advertisement? But on top of all this, whether the Mennen advertising "hangs-together" or whether it does not, this advertising manager admits "This concern has succeeded in building up a very large business." If the advertising has been a success, why discuss whether or not the advertising "hangs together?" Who but an advertising manager cares more about "hang-together" than about sales? What do people advertise for—to make their advertisements "hang-together," or to sell goods? If it is "hang-together" you want, why not speak of the advertising of Life-Buoy Soap which "hang-together" like two drowning men—and died like the same?

What does the man or woman who reads your advertisement and buys your goods know or care whether the advertisement in the magazine he or she reads "hangs-together" with the advertisements in some other magazine he or she does not read?

The advertising manager says, "each

piece of copy taken by itself may not be subject to legitimate criticism, but the campaign, as a whole, lacks the vital thing.

What is the vital thing it lacks, so long as it sells the goods? I suppose Cream of Wheat—prepared by dozens or even hundreds of different men—lacks the vital thing. Yet it sells Cream of Wheat. What do you, Mr. Manufacturer, want most—"the vital thing" or sales?

The writer of the article then settles the whole question—he says, "Advertising ought to be the expression of a strong personality." Let the advertising man who thought that an advertisement should be the expression of strong selling points for the merchandise, back off the boards. The writer of the article finishes the argument by saying that if you take the different advertisements run by the American Piano Company—which he says were all prepared by different advertising men—you will find them all good ads and find many different and good points of view in them, but—now, note this carefully—"You are left without any distinct impression except perhaps that the Knabe or the Chickering is a good piano"—the chief considerations, *Unity*, and the personality back of the pianos, are lacking.

Ponder over that statement that the only point you got out of the advertisements was that the merchandise advertised, was good.

Apparently then, advertising is not for the purpose of convincing the consumer that the merchandise is good.

But, now the article brings in a different element. It says that the different advertising mediums, themselves, have each a different appeal—have each a particular and individual following. That nearly every good advertising medium stands for something entirely different from the others. Then why, then why, should not the advertiser take advantage of this difference in the attitude and the frame of mind of the readers? Should the advertiser appeal to the readers of the *Ladies' Home Journal* in the same way he appeals to the readers of *System*—just to have "unity" and "hang-together?" Should Devoe's paints talk to the farmer who is going to paint his barn just as they talk to the artist who is going to paint a Madonna.

Suppose the writer of that article call on Lamont, Corliss & Co., 78 Hudson street, New York, and ask them how long their New England sales-manager would hold the trade of their Washington sales-manager. Both these sales-managers are fine men and fine salesmen, yet to see them together, you would never suspect that they worked for the same house or sold the same goods. "The chief consideration—unity"—is absolutely lacking.

If there is a distinct difference between the atmosphere of *Scribner's* and the atmosphere of *System*, should not the advertiser seek to get the proper atmosphere in the copy he runs in each magazine? And who could better help him to get it than a properly conducted service bureau for each of these magazines?

HERBERT WATSON,
Advertisers' Service Bureau.

24 Billions of Dollars

IN THREE YEARS

Seven Billions in 1907

Eight Billions in 1908

Nine Billions in 1909

All This Money for the
COUNTRY People to Spend

Mortgages Paid, Necessities
and Luxuries Pro-
vided For.

HOW TO SECURE some
of this big fund is what
advertisers should know.

OUR BOOKLET TELLS

ASK FOR IT

Atlantic Coast Lists

134 LEONARD ST., NEW YORK

The Griddle

"There's nothing like a hot griddle for bringing out the true flavor of good meat."—Lucullus.

By Leroy Fairman

In the morning mail I received two pieces of advertising matter from Western newspapers. One was a pale-green card conveying the information that the newspaper from which it came printed 151 more columns of advertising in July, 1909, than in the same month last year—a circumstance almost as interesting and important as the fact that the thermometer registers two degrees higher to-day than it did on this date one year ago. The other was a long and tedious facsimile letter setting forth the number of columns of various kinds of advertising a certain paper carried during the first seven months of this year, and the excess of the total over that carried by any of its local competitors.

This is typical of the sort of stuff newspapers continually inflict upon advertisers and advertising men. I wonder why they do it.

Advertising space is a commodity, and should be advertised as such. What would we think of a manufacturer or merchant who advertised the way the newspapers do? Suppose, for example, the Geo. C. Flint Company should fill its newspaper space with brags about the amount of alliterative furniture it sold last month, as compared with the same month last year, or with figures claiming to show how many more chiffoniers it sold than the Grand Rapids people did. The entire civilized world would howl with derisive glee at such an absurd spectacle—yet it would be no more silly than the advertising the newspapers do.

The newspaper plumes itself as the great mouthpiece of the people and the press agent of progress and enlightenment, yet it is the last survival of a legitimate business institution that stoops to

quarrel with competition. The shoe stores in country towns, the grocers and general stores at the tank stations, no longer show such ignorance of the ethics of business and the necessity for proper dignity on the part of the business man who seeks to be taken seriously.

Why do the newspapers lag so far behind the magazines in these things? Take rates, for instance. Nowadays, a magazine with an elastic rate is a pariah and an outcast. It is shunned as an unclean thing. Nobody takes any stock in it, and its ultimate disappearance from earthly scenes is regarded as a certainty. How many newspapers are there which are believed to have a rate card which is the law of the office, and from which there are no deviations—no special discounts for pet accounts—no slipping of agent's commissions to advertisers who place direct? There are some—but not enough to leaven the mass.

A great many newspapers seem to regard their pages as mere white space that has to be filled in some way. If they can get a six-inch d. c. electro of Silver Moon Shoe Polish and run it for a year or so it saves that much composition, and if they get six gross of the polish as pay for the space they can turn it over to some local shoe dealer and get a little real money for it.

If a man does not take his own goods seriously, he cannot expect others to do so. If a newspaper does not treat its space as a commodity of a fixed and unalterable value, it must not complain if the advertising public views it as a joke.

* * *

With all due respect to the giant intellects engaged in the thought-molding business through-

out this country, they don't seem to learn things any too fast. Here and there one runs across a newspaper in a small town, full to the brim with local advertising, well-written, neatly displayed, measuring right up to the highest standards of modern advertising. Such advertising pays the advertiser and pays the newspaper. It is a creative force, working to the upbuilding of general business in the town by encouraging advertising competition and bringing in the people from the surrounding country to spend their money.

Such newspapers are rare. The average newspaper publisher in a small town sweats blood to get foreign advertising on a cat-and-dog basis, and permits the local grocer to run, in a big space, an advertisement like this:

ARCHIBALD LITLEDOUGH
GROCERIES, PROVISIONS AND CANNED
GOODS. CONFISH AND CAN-
TELOUPE IN SEASON.
GIVE US A CALL!!!

The newspaper seems to think it is doing a great public service and showing tremendous zeal for the welfare of the community when it devotes a column to a spirited protest against the condition of the sidewalk in front of the Baptist church, but it regards the building up of the business of the town through good advertising with indifference.

Neither Royal Baking Powder nor Doug's shoes, excellent though they be, will ever do anything to help Green River Forks become a great metropolis. The growth and success of that town, and the continued existence and prosperity of the Green River *Herald*, depend upon the ability of the merchants to make money, for the making of money means banks, more merchants, manufactures, growth in population—hustle and zip all along the line. The merchants of Green River Forks don't know how to advertise in a way that will help bring these things about. The *Herald* doesn't help them because it doesn't know how, either.

The newspaper is the ideal advertising medium. It solves the question of covering the country in the right way. It goes into the homes of the people—practically all of them. It is read by the whole family. It brings quick action at a reasonable cost. It is always on the job, and its influence with its public is strong.

When newspapers awake to their advertising possibilities, when they learn what advertising is and believe in it, and when they get after it with human intelligence, they will reap a tremendous harvest. If anybody should ask me when that time would probably arrive, I should say that, judging from the present rate of progress, it would be in about 3,000 years.

* * *

To change the subject with a somewhat violent wrench, here is one on me. On my way to the country the other day, I dropped into a prominent New York men's clothing store and bought some underwear. When I opened the package a day or so later, I found I had all shirts—no t'other things at all. I brought the bundle back, took it to the salesman who had waited on me, and explained the situation with great care. He didn't seem to grasp, so I explained again, with demonstration. Two or three other salesmen came up and seemed interested, so I told them all about it. At length there seemed to be a general understanding of the facts on the part of the whole bunch, and a floorwalker, superintendent, auditor, or something, was yelled for. He came, and I told him about it. He solved the trouble with fine executive ability by instructing the salesman to fill the prescription all over again. This was done, after careful measurements, and I went away with my bundle. When I opened it the t'other things were there, all right, and across the ample tumtum of each pair was stamped the legend, "SHORT AND STOUT."

The Toledo, Ohio, *Blade* has been elected to membership in the American Newspaper Publishers' Association.

A MIDSUMMER GAIN

During the month of July, 1909, the Chicago Record-Herald

Gained in Display Advertising

over the same month last year

151 Columns

The constant growth of advertising in The Chicago Record-Herald is indisputable evidence of its value as an advertising medium.

THE CHICAGO RECORD-HERALD

New York Office, 437 Fifth Ave.

The Southern Ruralist

ATLANTA, GA.

Stands Head and Shoulders Above Every Publication in the SOUTH.

Guaranteed Circulation
Each Issue

125,000

Rate, 50c. per line

Sample copy and full particulars sent on request.

Southern Ruralist Co.
ATLANTA, GA.

FARMERS NOW PATRONIZE THE MANICURISTS.

THOMAS B. JEFFREY & COMPANY.
RAMBLER AUTOMOBILES.
KENOSHA, WIS., 1909.

Editor of PRINTERS' INK:

The editorial in your issue of May 26th, entitled "The Farmer and Record Prices for Wheat," suggests a little anecdote which Thomas B. Jeffrey brought from Kansas City, where he recently attended the Automobile Show.



LEARNING TO MAKE GOO-GOOS AT
MANICURISTS.

Mr. Jeffrey, while in the Southwest, heard it said in a jocular way that the farmer had become so prosperous that he frequently came to town to have his nails manicured. This suggested to Mr. Jeffrey the importance of the price of wheat in the farmer's economic welfare. We thought you might be interested in this little cartoon and possibly in the last issue of the *Rambler* magazine.

E. S. J.,

Advertising Department.

FARM PAPER ISSUES AN AUTO NUMBER.

The *Farmers Mail and Breeze*, Kansas, issued on August 14th a special auto number which was a decided success. It showed pictures of farmers plowing, working the alfalfa fork, carrying milk, produce, etc., climbing hills, etc., with autos. Farmers told how the auto saved them time and money, and a description is given of a tour of Scotland which Thomas Keddie, of Hayes Township, made in his own auto. The *Rambler* had the page in color, and the Chalmers-Detroit the first inside cover. Other autos advertising were the International Harvester Company's Auto Buggy, the Winton, the Winner, the Premier, the Smith, the Wichita. In Arthur Capper's "Publisher's Chat" it is said that assessors' figures show that 4,616 autos are now in use in Kansas, more than half of which have been purchased in the past year at a total cost of between two and three million dollars.

Farm, Stock and Home

MINNEAPOLIS, MINN.

is read by the most intelligent class of farmers in the Northwest.

¶ Its editorials treat, in a broad way, the vital problems of the times. They do not interest, or appeal to the uneducated and ignorant.

¶ The editorial department of a publication determines the character of its readers.

¶ On the strictly agricultural lines FARM, STOCK AND HOME is far and away ahead of any other Northwestern farm paper.

¶ The readers find it a paying proposition to follow its teachings. Do not overlook the greatest farm paper in the most prosperous section of the United States when making up your list.

Flips and Flings from a Cynic

"The sweet-tempered cynic is the balance on the scales between wit and reason"—Doctor Johnson

It sounds like treason to say that Uncle Sam has pulled off the greatest press agent stunt that the world has known, but the facts are against him.

Three great leather bound scrap books, containing as many as 20,000 or more long clippings from newspapers and magazines all over the world have just been presented to the library of the Navy Department by the Henry Romeike, Inc., clipping bureau. These are a part of the trophies of Uncle Sam's press agent plan of sending the fleet around Cape Horn. Nobody doubts the effect of the "stunt," nor the deliberate motive of publicity, which actuated it. No event in history excepting a war has ever elicited such free advertising as this trip, as these clippings amply prove. This proves that the United States ought to have an advertising manager.

* * *

Foreign students of our retailing methods frequently insist that we are seven-day wonders in our advertising methods, but that in comprehension and enactment of advertising on the other side of the counter, we are but puny babes. Some of the people, they say, whose task it is to serve us with the goods for which we ask, are duller than an English barmaid's thumb.

And if the tale the Cynic-in-chief hears is true, we shall have to acknowledge the corn. A bibulous connoisseur recently ambled up to a café table and asked for a rye highball, with "Clysmic" on the side. "What is Clysmic?" quoth the man, with an abused look. "Do you mean lemon peel?"

* * *

The intensified trade interests of a great center like New York are reflected in its clubs. Some of the finest clubs in the city

are named after the class of business its members follow.

The humor of this was pretty certain to strike someone after a while as is evidenced by what was overheard at the "Hardware Club" the other day. A plethoric gentleman with a beetling brow said: "Harry asked me to-day to dine at the Drug Club, and I told him I did not care to lunch on capsules and water, but preferred to go to the Hardware Club, where I could dine on a warm hammer and a cold chisel."

* * *



BOOKLET COVER SHOWING MERCURY OREGONIZED AT HIS MIDDLE DISTANCE.

* * *

There is a printer out Chicago way who, by getting one wrong letter into a book catalogue, lost his employer a good deal of money and who made the client the butt of a joke that he can't get rid of.

In setting up a list of old classic books, the compositor came upon "Plutarch's Lives." Maybe he was dreaming of long ago, when all was young and fair, or maybe he was carrying just one glass too many, for he mistook the "r" box for the "s" box in his type-case, and the book came out catalogued as "*Plutarch's Liver.*"

* * *

Al. J. Brueckner, a druggist in Failey, Iowa, claims to have originated a new advertising scheme. He paints his window, excepting a little hole, and puts a sign over it, "For men only." Inside the window is a well-known safety razor and a shaving soap.

The Iowa druggist is rather mistaken. Not he, but a Texas dry goods merchant first used this scheme, but he was far more clever than the Iowa druggist. His sign also read "For men only," but inside was a lot of *feminine* attire. He knew that the sign would fetch *women*, not men.

* * *

John Wanamaker has thunked another bright thought. Observing in his usual canny way that moving pictures are very widely popular, he has instituted a moving picture Paris fashion show. The first one was pulled off one day several weeks ago, and the women saw the fashion-making Parisian promenades with their own eyes. Is this what Brother Hamilton of Wanamaker's, Philadelphia, would call a public service?

* * *

Kahn's, a druggist shop in Baltimore, is not going to miss any trick that comes its way. Not long ago an ambitious aeronaut steered his machine over the city, but it petered out, and dropped on the roof of Kahn's drug store for a breathing spell.

Kahn's came out the next day in the Baltimore *News* in large space, telling the public proudly that "even a sick airship gravitates to Kahn's to have its pre-stription filled!"

Specialize on Folks

Samuel G. Blythe in the course of a recent address said: "If you will allow me, I will advise you young gentlemen who are interested in journalism to specialize on folks. This is the greatest, the most interesting, the most pliable, the most numerous, the most fascinating, the most unusual, the most satisfying subject in the world—folks."

The Vital Reason

for Human Life is its editorial policy. The idea is to give the public pen pictures of people who are doing things. The leading articles are contributed by some of the highest paid magazine writers. An average of fifty different celebrities are written up in Human Life each month. This may be a reason for the following quotation from PRINTERS' INK in reference to the advertising in the August issue:

"Human Life has made a spectacular record, jumping from 2,969 lines in 1907 to 9,715 this year."

Human Life

THE MAGAZINE ABOUT PEOPLE

ADVERTISING
DEPARTMENT

B O S T O N
N E W Y O R K
C H I C A G O
K A N S A S C I T Y



Every advertiser and advertising agency man, with but one exception, who has taken us at our word and asked us to show him the "facts and figures" we have mentioned in these weekly talks, has "discovered" what he has been looking for and his list will hereafter include the

SATURDAY GLOBE

the weekly news-magazine published for almost thirty years from Utica, N. Y., and going regularly each week into nearly one hundred and forty thousand homes of thrift, comfort and intelligence in that prosperous and responsive section of the country embracing interior New York, New England and adjoining states.

No waste or dead circulation, every copy a buying home. A rate that makes general publicity for this section far more economical in the SATURDAY GLOBE than in any possible combination of other publications attempting to cover this rich field.

It is surely worth a careful investigation, and all we ask is an opportunity to lay the "facts and figures" before you.

SMITH & BUDD CO.

Advertising Representatives.

Brunswick Bldg., New York; Tribune Bldg., Chicago; Third Nat'l Bank Bldg., St. Louis.

IS ALL FEMININE ADVERTISING BAD?

JOSEPH J. BUKEY,
DESIGNER AND ILLUSTRATOR.

NEW YORK, Aug., 1909.

Editor of PRINTERS' INK:

There are women and women, as we all know. It is most probable that the Chinese murderer who had his room papered from floor to ceiling with advertising pictures of women had selected his special variety, most likely, the kind with little or no protection from the weather, which are usually found in tobacco and liquor advertising, and while tobacco and liquor advertising may be very important, it does not rule the advertising universe.

Then, again, if the perfectly wicked (or wicked without the perfect) but therefore fascinating ballet dancer on the barker's stand might attract the undesirable citizen or bumpkin it is a far-removed type from the femininity displayed in the Postum, Auto Tire and Foster ads. We must not confuse the good with the bad. There is such a thing as too much of a good thing and too much of the other kind. If we will trust to our infinite judgment, universal knowledge and good taste, we will use feminine loveliness only where it is usable; for instance, in advertising candy it would be somewhat rumbunctious to picture a stag party or the like. Woman is in her realm here and her smiling countenance will at once give the impression of a sweet, delicate, pure, dainty, luscious and winning bonbon. How about it?

It requires no great reaching back into the development of things to learn that mankind has all along had a characteristic propensity to copy rather than invent. Because one successful advertiser successfully uses a feminine character, that should not necessitate a hundred others following suit. Here's where the clever advertising man comes in. Next time that Cremer suggests a stunning woman let the clever advertising man concoct a better and newer idea and persuade his customer that the new idea will create more interest than anything he ever used before. If he does this, providing his funds of ideas are not exhausted and even though there is nothing new under the sun, we might have fewer women and more character.

Our illustrations should mean something; retain some relation between the design and the subject advertised. We would not use the picture of an elephant to attract attention to a fine dainty shoe ad—would we? Well, then, use a picture of a rubber tree to advertise rubber tires? Oh no! not from one extreme to the other, but the happy medium. The same old thing you've always done but—in a new way.

Use female loveliness good and plenty but—the right kind in the right place.

JOS. J. BUKEY.

Successful Farming claims that more than 75 per cent of its 400,000 guaranteed circulation own their own farms.

We are the exclusive
National Selling Agents
for the space of more
than three-fourths of the
cars in the United States,
Canada, Cuba, Mexico,
Porto Rico, Brazil and
the Philippine Islands

STREET RAILWAYS
ADVERTISING COMPANY

HOME OFFICE: FLATIRON
BUILDING, NEW YORK

WESTERN OFFICE
FIRST NAT'L BANK BLDG.
CHICAGO

PACIFIC COAST OFFICE
HUMBOLDT BANK BLDG.
SAN FRANCISCO

The Prediction and The Fulfilment

Printers' Ink, August 11th, observed (see opposite) that our American Woman's League campaign would undoubtedly considerably increase the advertising in the

Woman's Magazine

The fulfilment of this prediction has *already occurred*

The September,
1909, issue,
shows a

100%

increase in advertising over September of last year

and is the heaviest volume of advertising carried, with one exception, in 18 months

HALF A MILLION TO ADVERTISE LEWIS' NEW PROJECT.

SIXTEEN PAGE AD IN "EVERYBODY'S" APPEARS—FOUR PAGES IN "DELINEATOR" — 700 CHAPTERS STARTED—HOW THE LEWIS PUBLICATIONS WILL PROFIT.

Evidence that the American Woman's League, the immense subscription scheme of E. G. Lewis, St. Louis, is getting under way with a splendid swing, is shown by the large advertising plans now going through.

Everybody's for August contains a sixteen-page ad for the League—said to be the largest ad ever run in a magazine. The *Butterick Trio*, for September will also contain a four-page, full size ad, profusely illustrated. *Collier's* also had a four-page ad last week. Mr. Lewis says that \$50,000 will be spent every month for ten months if the results by October 1st will be what are expected. This means a prospective advertising expenditure of half a million dollars for exploiting the new project.

The plan as now for the first time fully outlined to the public, in all its many ramifications, shows amazing versatility and it is difficult to pick flaws in it. To an advertising man conversant with conditions of life throughout the country and with circulation problems, it rings peculiarly true. This is proved by the fact that 700 chapters have already been formed.

One of the first obvious results of this far reaching project will be to immeasurably increase the advertising value of the *Woman's Magazine* and the other Lewis publications. This is proved by the fact that no less than twenty-seven back-covers were sold in thirty days for the *Woman's Magazine*.

It is not too much to say that no subscription campaign ever devised has aroused the interest and curiosity of advertising men everywhere to such a remarkable extent as has this one.

All Eyes on the Newer and Finer Woman's Magazine

☞ Something big is happening to the Woman's Magazine. It is right at the gate of a remarkable forward move. It has right before it, *already in sight*, the most unique and promising future that any publication has ever had. As an advertising buy, it ought right now to get the keenest attention from every advertiser in the United States.

☞ *Beginning with October, it will be printed on better paper stock, with better ink, better illustrations, and it will have the entire time of a special editorial staff headed by Mr. J. M. Leveque.*

☞ Nobody has asked us to do this—advertisers large and small are advertising now with pronounced profit; and an immense host of women readers in every town and hamlet now marvel that they can get such an interesting magazine for so little money. In a short time we will increase the subscription price to fifty cents a year. It will be paid gladly.

☞ The far-reaching subscription campaign of the American Woman's League is going to make the Woman's Magazine an advertising power to be reckoned with. *Every subscription for all the famous standard magazines in this campaign means also a subscription to the Woman's Magazine.* They are coming in now in great numbers.

☞ At current advertising rates, open for all issues up to January, 1911, space in the Woman's Magazine for present and future issues is a wise investment. And its circulation is no guess or mystery—orders are accepted with the definite understanding that the advertiser will be rebated on a pro rata basis if we prove anything less than a *paid* circulation of 600,000 copies. You are protected from shortage of circulation, while any excess circulation goes to you free. The certain heavy increase is an absolute bonus.

☞ It is up to you.

THE WOMAN'S MAGAZINE

CAL. J. McCARTHY, ADV. MGR.

UNIVERSITY CITY,

ST. LOUIS, MO.

CHICAGO OFFICE:

G. B. Hische—J. D. Ross
1700 First Nat'l Bank Bldg.

ST. LOUIS OFFICE:

J. Ferd. Oberwinder
Star Bldg.

NEW YORK OFFICE:

R. J. Danby—G. B. Lewis
1502 Flat Iron Bldg.

SELLING SAFETY RAZORS IN BRITAIN.

AMERICAN RAZORS HOLD THE FIELD—
BRITISH ONES ARE CHEAPER, BUT
AMERICAN ARTICLE PREFERRED—
HOW BARBERS WERE LINED UP TO
CUT THEIR OWN THROATS—NEWS-
PAPER ADVERTISING AS A TRADE-
ORGANIZING FACTOR.

SPECIAL CORRESPONDENCE,

CLUN HOUSE, LONDON.

In Great Britain the safety razor is, for all practical purposes, an American institution. The new patent law necessitates manufacture here: but the invention and the selling genius behind both best sellers are American.

Although British safety razors can be had for a quarter of the price of the American ones, the latter have the best sale.

The real move in safety razors began when the Gillette razor was brought here some three or four years ago. The Gillette people got the cutlery and hairdressing trades well organized both in Britain and on the Continent, and they practically owned the market when the Autostrop came in nearly two years ago, to give them a little competition. There is room for both.

The Autostrop, invented in America, is controlled in Great Britain, her colonies and Europe by an English company having English directors. On account of the new patent law already referred to, it is now being manufactured in Birmingham. The Autostrop was first advertised a little in newspapers and had traveling salesmen and a very handsome retail store in Regent street, where demonstrations were given. This method of exploitation was pursued for nine months, and it gave the Autostrop razor a certain standing by familiarizing its name to the public. But the advertising did not yield its full effects, because the goods were not distributed properly into the hands of the dealers. In September, 1908, Mr. E. H. Cooper came over from the Canadian branch and went to work to remedy this lack

of distribution. He had had a staff of salesmen in Canada and is a fine salesman himself. He is also a believer in press advertising, but he believes in taking care that press advertising shall pay for itself. As PRINTERS' INK has pointed out before, extensive general advertising has influence with merchants. They realize that it is easier to get rid of a product which is advertised to the public than one that has no motive force behind it, other than its own merits. Ralph Waldo Emerson is on record with the opinion that "if a man can write a better book, preach a better sermon or make a better mouse trap than his neighbor, though he builds his house in the woods, the world will make a beaten path to his door." Ralph would have been the first to admit, however, that the beaten track would have got beaten sooner if the book, sermon or mouse trap were advertised. The same with safety razors, which are advertised here by means of $\frac{1}{4}$ double columns in daily newspapers, by full pages in our magazines (not so powerful a factor of the advertising market here as in America) and by space in the weeklies of general circulation, according to importance. The advertising of the Autostrop razor has been from the start in the hands of Messrs. H. Powell Rees, Ltd. When Mr. Cooper began operations he conceived the idea of getting big retail merchants like Mappin & Webb, Ltd., to let him make trade for them with their customers. Mappin & Webb, Ltd., have a world-wide reputation in the silverware and cutlery line, and Mr. Cooper induced them to circularize all, the names on their books, with a strong recommendation which had been secured from the firm by the simple method of getting them to try the razor. This has always been his plan with the trade. He says to a merchant, "The best way for you to be able to recommend our razor to your customers is to use it yourself. Take one and use it. It shall be no expense to you. At the end of a month you can send it back to me." Wherever the Au-

to drop razor is sold, the retailer is authorized and required to give back the money at any time within a month if the buyer is not perfectly satisfied. In practice the money is very seldom asked for. Sometimes a man will come back with a razor and complain that it doesn't work, but as a rule all he wants is to have it changed for another and the second one stays with him. Of course, this plan can be followed only with a first class article. If there were many complaints, probably the refund system would not work so well as it does. The retailer who refunds loses his profit; naturally he does not refund as cheerfully as the manufacturer would if he had the chance to handle the complaint himself. If you cannot please a man it is a good deal better not to have his money than to keep it and possess him for an enemy.

Three classes of merchants were handling safety razors when the Autostrop came in—cutlers, hairdressers and some hardware dealers. The Autostrop organization got to work on two more intermediaries—the jeweler and druggist.

Now it does not sound a hopeful proposition to sell safety razors through hair-dressing saloons. If a barber sells a man a safety razor the man is presumably not coming to him to be shaved any more. You would think that barber would leave safety razors alone.

Yet the barber's recommendation is a very desirable thing for the manufacturer of a safety razor—or any other razor—to have, and both the Gillette organization and now the Autostrop Company have secured it. The barber in this country is a merchant in a small way as well; and he is generally an everlasting talker. He tries to sell you something about every stroke of the comb. This desire of barbers to do all the merchandising possible has been worked up and utilized until more safety razors of all sorts are sold here to-day through barbers than through any other trade. Mr. Cooper had the genius to get the good-will of quite a number of

the more prominent barber-saloon proprietors, including Truefitt's. In particular the Autostrop was introduced into the fine shaving saloons at hotels like the Carlton, Cecil, Ritz, and so forth. Having placed the Autostrop razor with a good list of well-known barbers, the Autostrop people took a twelve-inch space across four columns in the *Daily Mail* and advertised their names as backers of the Autostrop razors, and as willing to use it when shaving in order to demonstrate its practicability. This advertising was followed by smaller spaces to the same effect. Then the twelve-inch across four column advertisement was re-printed as a circular and mailed to the whole of the barbers in the Kingdom with this offer, that the company would presently advertise in the *Daily Mail* the names of all the barbers having in stock, or being willing to purchase through their jobbers, twelve or more Autostrop razors. The big jobbing houses in the hairdressing, jewelry, drug, cutlery and ironmongery trades were also brought into line and persuaded to circularize their customers. Thus the interest of the trade, in all its ramifications, was secured, chiefly through the direct and indirect influence of daily newspaper advertising.

Names poured in. A date had been fixed for the big advertisement in the *Daily Mail* and a \$1,400 space secured. But by the time the date was reached the copy had overrun the space. The price named, £350 sterling, gives you the first page once. In addition, a couple of columns had to be taken on page two to take care of the names that flowed in, making the most expensive single razor advertisement ever published. As well as the *Daily Mail*, space was taken in the *Glasgow Herald* to drive the message home in Scotland.

Then this page in its turn was made the basis of further trade circulation. Many dealers wrote fine letters, and these were used as material for trade-paper advertising. The technical press of all the trades handling the goods has been used and has been used

ful. The success with which the Autostrop has met is largely due to the principle of getting the effect of general advertising along the line of least resistance. It would have been possible to force the goods on the trade by sheer weight of publicity. But the trade in any product has a natural tendency to resist a novelty. Every fresh thing that has to be carried, if it is designed to replace something already in the store, only means so much additional investment. Retailers were already carrying Gillettes and the cheaper British razors too. But the Autostrop plans enlisted the interest of the retailer and of the wholesaler both, and the company has made it a fixed rule since this policy was decided upon, never, if it can possibly help it, to sell a razor by mail, nor yet to come between jobber and retailer. As a result the business is three times as great as it was six months ago. Safety razors flourish in France, Germany, Italy, Austria and Switzerland, South Africa, India, Australia, etc. It would be too long a story to relate how the organization is carried on there. High-grade weekly illustrated publications are mostly used in these countries, as the *Paris Illustration* and the *Berlin Illus. Zeitung* and *Fliegende Blaetter*, *La Domenica del Corriere*, *La Lettura*. It is one of the hardest things in the world to get any decent advertising written on the European Continent, so the Autostrop Company gets the Powell Rees agency to prepare and design the copy, which is then sent over the channel to be translated, being again returned to Messrs. H. Powell Rees, Ltd., to set up, and finally sent out to the papers in complete form as a solid block. The Powell Rees agency places the German, Swiss and Italian advertising. The French advertising is done through a Paris agency, that of Mademoiselle Coates, whose name it is perhaps excusable to mention, since she is, as far as I know, the only female advertising agent in the world. Votes for women!

THOMAS RUSSELL.

WANTS THE "GOLD MARKS."

THE HOUSTON CHRONICLE,
HOUSTON, TEX., Aug. 14, 1909.

Editor of PRINTERS' INK:

The *Chronicle* is the leading newspaper advertising medium published in the state of Texas. It is growing bigger and better every day. It is about to move into its own new ten-story building, and when this is accomplished, the *Chronicle* will be pleased to show you one of the most complete and best-equipped newspaper plants in the entire South. We have noted frequently with some interest the various publications using space in your "Guaranteed" and "Gold Marks" circulation departments. We would like to make application for the "Gold Marks" distinction at an early date. Kindly advise us of the usual method of procedure to properly place such an application for the "Gold Marks." We believe we have reasons sufficient in number and ample in scope to justify PRINTERS' INK in according the "Gold Marks" to the *Chronicle*, without any hesitancy whatsoever. We would like to hear from you, however, before we proceed further in the matter.

CLARENCE AUSTIN,
Asst. General Manager.

ABOUT A "GOLD MARK" PAPER.

VIRGINIAN-PILOT PUBLISHING CO.
NORFOLK, VA., Aug. 7, 1909.

Editor of PRINTERS' INK:

VIRGINIA

Norfolk Landmark (☉☉). Oldest and most influential paper in tidewater.

Every statement in the above advertisement is incorrect.

Oldest.—The *Landmark* was founded by James Barron Hope in 1873. Mr. Hope was the third editor of the *Norfolk Virginian*, which was established in 1865. The *Norfolk Virginian* simply added the name *Pilot* when that paper was purchased in 1898. This did not forfeit its right of seniority.

Influential.—The *Virginian-Pilot* is recognized as the ablest edited paper in Virginia. It maintains the most expensive editorial staff—double that of the *Landmark* in number and class. It has more than double the circulation and carries 25 per cent more inches in advertising at from 20 to 25 per cent larger price per inch. It is, therefore, the most influential.

Gold Mark.—These are some of the reasons why your Gold Marks do the *Virginian-Pilot* an injustice.

R. E. TURNER,
General Supt.

The Muskogee (Okla.) *Times-Democrat* did some rather aggressive business work recently. It advertised a trade excursion which stimulated the public to come to the merchants to see what they had—reversing the usual order of things. The experiment was tried on the new line of the M., O. & G. road, and free tickets were given. Five hundred people came, and their expenditure was over \$4,000.

Reflections of an Old-time Reader of Printers' Ink

NEW YORK, August 8, 1909.

DEAR MR. HAMPTON:

I've read PRINTERS' INK more years than I will admit, and have always considered it the "best" trade journal in the world; not merely the best advertising journal, mind you—that goes without saying—but the very best *trade* journal of any kind or description. Yet good as PRINTERS' INK has always been in the past, it is better now than ever before. In fact, you have gone ahead so tremendously lately that every time I look at PRINTERS' INK I am forced to wonder just what is back of it all. What is the motive force that is pushing the "Little Schoolmaster" forward so powerfully? Where is the source of the inspiration which is evident on every page? Whose is the brain responsible for the remarkable progress being made?

Very frequently I come across features in PRINTERS' INK which don't fall a bit short of actual genius—not so much by reason of the expression of the ideas (although that is always splendidly done), but more by reason of the ideas back of the expression. There you have my analysis of the cause of PRINTERS' INK'S present progress—it's the ideas back of it—the fine grasp of the principles which make a publication *alive*, and the ability to apply them.

I don't know how much farther forward PRINTERS' INK expects to go. I have often thought during the last few months that the limit had been reached, only to find upon receipt of the next issue that I was wrong. But I *do* know this: That as long as you are at the head of the Printers' Ink Publishing Company I shall continue to be a subscriber to PRINTERS' INK and to invest money in its advertising pages.

Yours sincerely,

Appreciation of the improvements made in PRINTERS' INK during the last year seems to be unanimous among advertisers throughout the country. It explains the remarkable growth of PRINTERS' INK in both circulation and advertising patronage.

To Every Member of the Clubs forming the Associated Advertising Clubs of America: Come to MEMPHIS in 1910!

If the Associated Advertising Clubs of America decide on the next convention city, using as a wise basis for decision the most central location, pleasant atmospheric conditions and MOST LIBERAL and NOVEL entertainment, the LEAGUE OF MEMPHIS ADVERTISERS feels confident it should and *will* secure the 1910 convention for MEMPHIS, the convention city of the South!

We admit that there is talk of favoring the East with the convention because St. Louis, Chicago, Kansas City, Cincinnati and Louisville have already been chosen, and all are western cities. We will not make this concession, as this argument was just as applicable to the choice for the second, third and other conventions. Reciprocity is good and fair, but this great convention should assemble where the most members can attend. St. Louis is the geographical hub of the country. Kansas City made a close second. Eliminating these two cities, also Louisville and Cincinnati, MEMPHIS is the proper geographical location for 1910. Isn't this true? Few westerners could go to an eastern city in 1910 compared to the easterners who could come to Memphis. We are almost the center of the country, at the same time being the leading city in the South and one of the famed convention cities of the United States.

We go to Louisville asking and fighting for the 1910 meet not only on our own strength, but with the enthusiastic backing of the Business Men's Club of Memphis, the leading civic organization of our city. This club owns its magnificent five-story clubhouse and is one of the three great social clubs of our city. Nearly two thousand of the leading business men of Memphis are its members. This great organization, as well as our entire city, is more than anxious to have us land this next convention. If we succeed, the Memphis convention in 1910 will be the largest in point of attendance, we believe (because of the tremendous advertising and program we will give it) and we *know* it will be the VERY BEST ENTERTAINED of all the conventions yet enjoyed, even far outdoing the splendid entertainments we have already enjoyed and the royal southern treatment we are getting at Louisville this week. Not only will the LEAGUE OF MEMPHIS ADVERTISERS prepare the entertainment, but our entire city of business men will vie with each other in entertaining the advertisers. Money and time will be no object, both will be given lavishly.

Our city is just taking up a plan for advertising Memphis, through the two organizations here mentioned. \$100,000 is to be spent. We have the advertising fever. We already know how to entertain, but we want to get closer to the advertising fraternity of the country. We believe they will enjoy our way of getting acquainted.

If you are an advertising club member, adopt our battle cry: "On to MEMPHIS, 1910, the greatest convention city of the country!" Meet us at Louisville on the 25th and put your shoulder to our wheel and help us roll it on to a great victory. Then we'll reciprocate, royally, next year.

Thanking you HEARTILY, we are,

THE LEAGUE OF MEMPHIS ADVERTISERS,

G. W. BUCHANAN, President,
H. K. AVERY, Secretary.

SELLING PARROTS BY MAIL.

UNIQUE ADAPTATION OF THE MAIL-ORDER IDEA—BASIS OF SELLING "MONEY-BACK-IF-IT-DON'T-TALK"—PUZZLING FAILURE OF SOME GOOD MEDIUMS.

The almost limitless applicability of the mail-order method has probably never been better illustrated than the campaign to sell parrots, which is now being conducted in magazines and weeklies by Cugley & Mullen, large dealers in birds and pet animals, of Philadelphia.

At first thought it would seem that there would be little difference between selling canaries by mail and selling parrots by the same method. So it seemed at the outset to Cugley & Mullen. They had tried out the canary proposition and had made it pay. Then they decided to see what could be done along the parrot line.

Difficulties were encountered in planning the parrot campaign that had not appeared in the one which had led to the disposal of many hundreds of the yellow songsters. As the concern sells its parrots when very young and before they reach the talking age, the chief difficulty was to make a "talking point" of the fact that the parrots did not actually "talk" but soon would pick up a vocabulary after passing into the possession of the "consumer."

How this and certain other problems were met in directing this unique campaign is interestingly told by George Cugley, one of the members of the firm of animal dealers.

"After selling parrots for about fifteen years," says Mr. Cugley, "we became impressed with the fact that a large percentage of the birds we sold were taken or shipped to points many miles from Philadelphia. Investigation showed that in many parts of the United States five hundred to a thousand miles separated the dealers in this class of stock.

"Our successful mail-order campaign on canaries led us to believe that we could sell parrots

successfully by mail if we could sell them at a price that would appeal to the masses, and if we could convince the public that we were selling a bird that would really talk.

"By way of explanation, I will say that the parrots we sell do not talk at the time of sale—due to the fact that they are never older than three months. Therefore, we found it necessary to find a plan whereby we could convince a prospective buyer that we were selling a parrot that would really talk.

"Our confidence in the birds was

Special Offer to Quick Buyers

Talking Parrots \$5

We will sell 2000 of our regular \$10 Parrots for \$5 and guarantee every bird to talk. We sell you the Parrot on **trial 90 days**. You run no risk. If it doesn't talk you are to return the bird and get



Your Money Back

Written guarantee with every Parrot. Shipped anywhere in the United States, Canada or Mexico on receipt of **\$5**

Shipping Case and Food for journey included.

Only 2000 at \$5; order at once.

Parrot Cage Special: A \$2.50 Steel Cage for \$1.50 when ordered with Parrot.

CUGLEY & MULLEN, 1229 Market St., Philadelphia

THE LARGEST PET SHOP IN THE WORLD

MAIL-ORDER AD.

absolute as we knew positively that every bird that passed through our hands must make a talker. Our knowledge of the kind of parrots that talk and procuring them at the proper age, made this fact certain.

"After considering all sorts of propositions it finally occurred to me that there was only one way to sell parrots by mail and that was on the 'money-back-if-it-don't-talk' basis. I viewed this plan from every standpoint and could find no good reason why we should not give such a guarantee, inasmuch as we knew that 999

parrots out of every thousand would talk—if they were the right kind of parrot. That settled, the next question was the price.

"We had been handling a Mexican parrot for some years that had given universally good results both as to talking ability and vigor. Our price on this bird, however, had always been \$10 and we felt sure that \$10 was too much for the masses to pay for a parrot. I took the matter up with our people in Mexico and found that if we contracted to take their season's output of five thousand birds, we could buy these birds at a price that would enable us to sell them at \$5.00 and still make a small margin of profit."

In the use of mediums for carrying their parrot ads, Cugley & Mullen ran into a puzzling situation which they have not yet been able to solve. "We included in our trial list of magazines," says Mr. Cugley, "the *Ladies' Home Journal*, *Associated Sunday Maga-*

zines, *Saturday Evening Post*, *Good Housekeeping*, *Garden Magazine*, *Circle and Country Life*. At the expiration of one month the *Post*, *Associated Sunday Magazines* and the *Garden* had given us remarkable returns, while the *Journal*, *Good Housekeeping*, *Circle and Country Life* proved disappointing in results.

"We used in all of these publications exactly the same copy and cannot account for the difference in returns. We believe our copy and system are correct and we will be grateful to anyone who will advance any satisfactory explanation for good magazines like these falling down."

A feature of this Philadelphia mail-order parrot campaign is the omission of any plan for following up inquiries to the magazine ads. Mr. Cugley's explanation on this point is: "We have used no follow-up as yet, as we believe a \$5 parrot to be a 'snap' proposition."



JAVOL

*Javol hat gesiegt! Javol hat's zollbracht!
Jhm dank ich des Haares üppige Parfü!*

**Javolisiere
dein Haar**

Ein unbeschreibliches Wohlbefinden!
Eine köstliche Nerven-Erfrischung!
Die Ideal-Pflege des Frauenhaares!

Javol wird von allerhöchsten Herrschaften, Prinzen und Prinzessinnen benutzt

Von vielen Sternen der Kunstwelt
ausschliesslich bevorzugt!!!



ON THE
LIFE OF
EVERY WOMAN
IN AMERICA

CONSTANTLY IMITATED—NEVER EQUALLED

There is no other make "Just as Good", but for the lady who will not risk her hair on anything but the best.

From London, where the beauty secret was first revealed, to the distant shores of the continent and beyond, the name "LORD & TAYLOR" is known.

Wholesale Distributors: **Lord & Taylor** New York

Here is an interesting exhibit. Somebody has done some "swiping"—who was it? The ad on the left was taken from a German publication, while the one on the right is from an American magazine. One picture is simply the reverse of the other.

The South's Fat Year

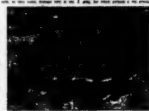
COTTON is bringing close to record prices. **MEMPHIS** is the world's largest inland cotton market and will handle from \$80,-000,000 to \$90,000,000 of the South's cotton and cottonseed crop, worth this year from \$800,000,-000 to \$900,000,000. This means **MONEY** in **PLENTY** in the **SOUTH** this year.



Are
You
Getting
Yours?

DAIRY FARMERS SHOULD KEEP HOGS

DAIRY FARMERS SHOULD KEEP HOGS. This is the title of a feature article in the Farmers' News Scimitar. The article discusses the benefits of raising hogs on dairy farms, including the use of waste and the potential for additional income. It also mentions the importance of proper management and the role of the newspaper in providing such information to farmers.



WHEAT YIELD OF 1921

WHEAT YIELD OF 1921. This is a small article or advertisement within the newspaper clipping, likely providing information about wheat production and yields for the year 1921.

QUARANTINE BECAUSE OF SHEEP SOAB IN KENTUCKY

QUARANTINE BECAUSE OF SHEEP SOAB IN KENTUCKY. This article reports on a quarantine in Kentucky due to sheep soab, a disease affecting sheep. It details the measures taken by the government and local authorities to contain the disease and protect the livestock industry.

SOUTHERN UNDERWEAR

SOUTHERN UNDERWEAR. This is another small article or advertisement within the clipping, likely promoting Southern Underwear products.

SPECIAL OFFER

The Farmers' News Scimitar. This is a special offer for the newspaper, likely a subscription or a promotional price.

125.000. This is the price of the special offer, 125.000.

Here
is
the
Medium

The **FARMERS' NEWS SCIMITAR**, Its evolution from a weekly newspaper to a weekly Farm Paper complete, **REACHES THE PEOPLE WHO HAVE THE MONEY TO SPEND**

Its territory embraces fifteen Southern States, Mississippi, Tennessee, Arkansas, Alabama, Georgia, North Carolina, South Carolina, Louisiana, Florida, Virginia, West Virginia, Kentucky, Missouri, Oklahoma and Texas.

New York Representative
PAUL BLOCK
290 Fifth Avenue

Chicago Representative
PAUL BLOCK
Hartford Building

PRINTERS' INK.

A JOURNAL FOR ADVERTISERS.

Founded 1888 by Geo. P. Rowell.

PRINTERS' INK PUBLISHING COMPANY
Publishers.

President and Treasurer, J. D. HAMPTON. Secretary, J. I. ROMER. Manager, J. M. HOPKINS. Advertising Manager, F. C. BLISS. OFFICE: 12 WEST 31ST STREET, NEW YORK CITY. Telephone 5203 Madison. The address of the company is the address of the officers.

Issued simultaneously in England by S. H. Benson, Ltd., Kingsway Hall, London W. C., Editor, Thomas Russell. Subscription, English Edition, 1 year, 10s.; 6 mo., 5s. Postage, 2s. 6d. per year.

Combination subscription and advertising rates for both editions on application to either office.

New England Office: 2 Beacon Street, Boston. JULIUS MATHEWS, Manager. D. S. LAWLOR, Associate Manager.

Chicago Office: 844 Tribune Bldg., Telephone, Central 4461. WM. S. GRATHWOHL, Manager.

St. Louis Office: Third National Bank Bldg. A. D. MCKINNEY, Manager, Tel. Main 1151.

Issued every Wednesday. Subscription price, two dollars a year, one dollar for six months. Five cents a copy.

JESSE D. HAMPTON, Editor.

J. GEORGE FREDERICK, Managing Editor

New York, August 25, 1909.

Modern Constructive Business

That an association of cattle breeders should advertise to consumers of milk to get stronger leverage on dairy farmers (described in this issue) is a most interesting object lesson in creative business method.

The passive or unintelligent attitude toward business is one of the principal causes of lack of business success; while the constructive, expanding attitude—which necessarily includes advertising—rarely fails to build success on ground which has been given up as barren by others.

Not even advertising men themselves, until recently, had done constructive thinking enough to point out how the Holstein-Friesian Association might profit from an advertising campaign. Now that the campaign is at work, it seems the logical and obvious thing.

There are many other concerns throughout the country who need the creative aid of advertising far more than the Holstein breeders.

"Philanthropic"

Advertising

The energetic efforts of the Di-oxygen company to swing the trade it created more completely toward its own product, described in this issue, carries a strong warning against too "philanthropic" advertising. There is a great deal to be said for an advertising campaign aiming in general at increasing the consumption of a product; because too few advertisers have foresight enough to engage in educational campaigns. But there is danger in losing the individuality of a specific brand in the creation of general demand. Imitators are ever ready to steal another advertiser's thunder. As a rule, they can be ignored if proper individualization of goods is maintained. Nevertheless this point should be sharply watched.

The American Tobacco Company discovered several years ago that while it had increased the general consumption of cigarettes to the extent of 60 per cent. by its advertising, it had secured only 40 per cent. of this increase for its own brands. Emphasis on brands and individual arguments are the life of good advertising.

Newspapers and Advertising Knowledge

The sins of the unimportant majority sometimes obscure the virtues of the really important minority. This may be said to be the case in the Griddleman's vigorous flouncing of the unprogressive newspapers, in this issue.

One might imagine from the indignant Griddleman's sizzling roast that the newspapers which really understood and practiced advertising were as rare as pearls. As a matter of fact there are today many more progressive papers than ever before, and the number is constantly increasing. To mention some lists at random, the Beckwith list of papers, and that of Smith and Budd, alone represent a group of strong examples of newspapers of advertising ability.

When one considers how young advertising itself is, and how iso-

lated many newspapers are from sources of advertising progressiveness, there is cause to congratulate them on having progressed so far. It is necessary to remember that many magazines came into existence through advertising, and are naturally keen on the subject, while many newspapers have a traditional indifference to overcome.

**Court
Defends
Advertising
Reputation
Against
Imitation**

An extremely interesting decision has just been handed down by the United States Circuit Court in the cases of the Columbia Phonograph Company and the Victor Talking Machine vs. Winant V. P. Bradley. Both cases were disposed of together, being similar. Bradley was charged with the manufacture of disc records made from Columbia and Victor originals, and advertising them in an obvious effort to subvert the advertising prestige of both concerns.

Judge Chatfield, in a most interesting opinion, first denies the Victor Company's right to an injunction on the first ground, that the defendant used a similar red label, by saying that the use of a red band cannot be deemed in itself an imitation of a red label, where the general design is different.

He then says that a more serious question than that of trademark infringement is offered. "It would seem that business reputation and excellence of product are entitled to some protection from imitation which discourage further use and prove unsatisfactory as a whole, because the result of the sale of such a product must necessarily affect adversely the opinion of the very class of customers which is sought to be enlarged by the sale of a satisfactory product."

Following this, Judge Chatfield enlarges upon what he terms "the doctrine of unfair competition," based upon the intent to deceive and misrepresent. He sweeps away the defendant's contention

that the case be judged only on the technique of infringement, and also the contention that the Victor Company's policy of allowing discs to be sold only at a certain rate is in restraint of trade and in violation of the anti-trust law.

A mere attempt to obtain a fair profit, even by an agreement not to undersell, must be tested by the measure of what would be a fair price under competition; and it must be determined whether the centralization or control of output is intended or accomplishes any interference with the free action of independent parties who might compete, or with securing to the public of all the benefits to which they are entitled, over and above the reasonable cost of production and reasonable profit. * * * We therefore reach the broad question of the power of a court to secure to an individual by injunction the full enjoyment of both corporeal and incorporeal rights in property created by him or at his expense, and capable of a taking by another, where such taking either diminishes or destroys the enjoyment of these rights by the owner and diverts a part of the enjoyment or profits from the rights to the one complained of.

Judge Chatfield concludes by saying that the case is almost like that of theft, and traces the application of the common law against theft from concrete property to literary property, and now to business reputation, giving protection to those who have invested capital and labor in putting a valuable product upon the market. The copyright-law amendment, which went into effect July 1st of this year, makes musical compositions capable of copyright. "It is contended that the better the imitation the greater reason there is for issuing an injunction; and in the sense that the marketable qualities of an article can be appropriated by a good substitute this statement is true; but it necessarily follows that the injury to reputation and to the demand for the article would be greater if the imitations do not prove satisfactory, and there be no way of informing the public that the genuine is preferable or superior."

* * * It cannot now be determined how far such appropriation of ideas could be prevented, but it would seem that where a product is placed upon the market under advertisement and statement that the substitute or imitating ar-

ticle is a duplicate of the original, and where the commercial value of the imitation lies in the fact that it takes advantage of and appropriates to itself the commercial qualities, reputation and salable properties of the original, equity should grant relief, and relief by injunction is hereby granted the complainants."

Farmers Learning "Big Business" Methods

A rather startling proof of the growing ability of the farmer to market, as well as grow his product to the best advantage is furnished by the fact that several farmers' "combinations" have been formed. 250,000 farmers in Texas have pooled their cotton crop, constituting ninety-eight per cent. of the state's product, to wait for satisfactory prices. A "combine" has been formed at Hastings, Neb., to hold wheat for \$1.25. 1,000 farmers' unions are in this combine. In the produce field, farmers are now combining all over the country, as told in *Everybody's*, by Forrest Crissey, to get fair prices for their goods. The Louisiana Rice Millers Association is working co-operatively and has just established an advertising bureau to advertise rice as a food. Newspapers and magazines are to be used. The California Fruit Exchange increased its profits and consumption from 4,100 carloads to 31,000 in one year. Last year Georgia peach growers got *nothing* for their crops; this year 90 per cent. of them are organized and are making big profit.

Community of Interest in Advertising

There is an advertising idea which is growing slowly but effectively in various parts of the country—the mutual benefit idea.

In this issue is described a most unique co-operative advertising effort—booklets and other publicity efforts mutually pushed by the Oregon Railroad and Navigation Company, and the communities on its line. This effort recognizes the identity of interests

of railway and community, and is typical of other efforts of the same kind in the west.

Mr. Yoakum, executive of the Rock Island-Frisco lines, in addressing the farmers in Oklahoma the other day, told them that "the railroads and the farmers are natural partners"—and his railway has carried the idea into practice through its colonization advertising.

The idea, however, is bigger than that. When the Philadelphia Milk Exchange urged the use of milk it boasted more than its own business—the ice cream men, for instance—by the advocacy of ice cream as healthful diet. One-half of the advertising done today carries direct or indirect mutual advertising for other allied interests.

The Advertising South Now

Readers of PRINTERS' INK's advertising pages this week may notice the interesting fact that there are three page ads from one Southern city—Memphis. One of these ads—aimed at securing the next convention of ad clubs—(perhaps the most unique purpose for which PRINTERS' INK advertising pages have ever been used)—breathes the spirit of "get up and do" which the South is now rapidly acquiring.

It is an indication of the things to expect from the South in the near future.

FIGHT FOR "PRINTERS' INK."

CLASS PERIODICAL COMPANY.
THE "OFFICE OUTFITTER."
CHICAGO, August 17, 1909.

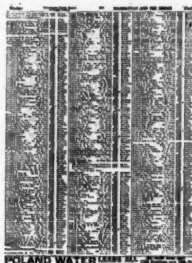
Editor of PRINTERS' INK: :

I want to express my appreciation of your kindness in mentioning the *Office Outfitter* in connection with the Remington Typewriter advertising.

We get every issue of the *Little Schoolmaster* and by the time it has been around the office you would think it had been through some military campaign. The covers are literally worn off it and the leaves are thumbled until it looks like some rare tome picked up in the ruins of a Grecian temple. Talk about a magazine being read—there is a fight on in our office every time PRINTERS' INK comes in to see who gets it first, and our people literally devour it.

WESLEY A. STANGER,
Vice-Pres. and Editor.

The Finest "Position" in the World



Only Advertisement on a
Page Which is Consulted
Every Day by Thousands

At the foot of each listing page of the New York City Telephone Directory is space for an advertisement where in bold type you can print the name of your product and present a few lines of convincing argument.

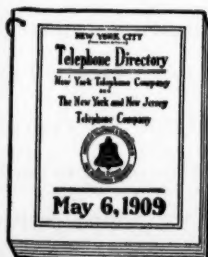
By taking the space clear across the page your advertisement will be the *only one on the page*.

This is the very best position you can possibly buy.

The pages of the New York City Telephone Directory are consulted daily by a million and a half people.

Yet the cost of this "foot note" space is extremely reasonable. Many advertisers take the space on a number of pages.

THE NEW YORK CITY Telephone Directory



Gives you greater publicity for the
money than any other medium

Advertising in it Pays

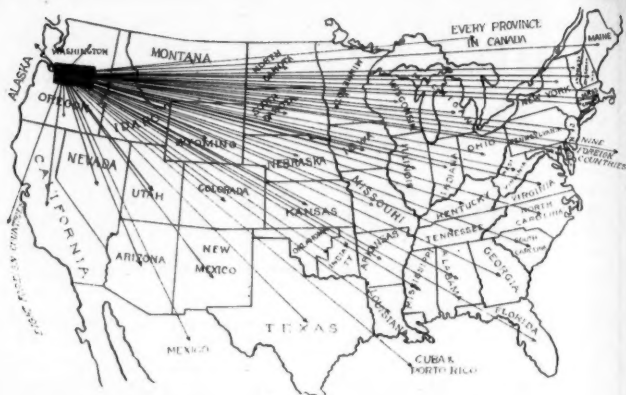
*For complete information and rates
write or telephone to*

ADVERTISING MANAGER

New York Telephone Co.

26 Cortlandt St.

Telephone 12000 Cortlandt



BETTER FRUIT

POINTERS FOR THE ADVERTISING MAN ARE:

Beautiful printing, quality paper, artistic illustrated journals. Value, importance and reliability of reading matter to subscribers. Reliability and respectability of firms and business advertised. Genuine paid subscription lists built on merit without premiums. Exclusively a one class paper; every subscriber using your goods. Better Fruit is strictly high-class, fulfilling these requirements. Better Fruit circulation 10,150. Paid 8,013. All fruit growers. Better Fruit is the handsomest and best magazine published, devoted exclusively to progressive and modern fruit growing and marketing. Consequently advertising in Better Fruit gets results for the man dealing with fruit growers and because fruit growers are prosperous, want the best of everything and have got the money to pay for it. Subscription One Dollar per year in advance. Sample copies free.

BETTER FRUIT PUBLISHING CO., HOOD RIVER, OREGON

WHAT THE FARMERS ARE BUYING.

"FARM AND FIRESIDE" SERIES OF BOOKS GIVES ABUNDANCE OF DETAIL ABOUT ADVERTISED GOODS BEING BOUGHT OF DEALERS BY FARMERS.

One of the most painstaking efforts to analyze a class of circulation from an advertising standpoint that has ever been attempted has just come off the press.

Farm and Fireside, the national farm weekly owned by the Crowell Publishing Company, is the originator, and the result is a series of books containing data of the utmost advertising significance. Much noise has been made in the past few years about the farmer and the value of his trade, and the mail-order advertisers have made a great deal of money out of rural districts.

It has been a slow process, however, to persuade conservative eastern general advertisers, and for probably no more reason than that the farmer of the west is so far away and it is extremely hard to give a convincing picture of his purchasing power and of the improved distributive facilities in rural districts.

Many efforts have been made to overcome this, and nothing has been more potent than the fact-and-figure advertising campaigns of the farm papers.

The booklets series, "Some of the Things 1909 Farmers Buy," which *Farm and Fireside* has just begun to publish, is bound to keenly interest advertisers who are students of new fields and who are wishing for some more minute data about farmers and rural merchandising.

The first book of the series deals entirely with Texas, and is the only one off the press so far. Grayson county was selected as typical of the better developed part of the state. A detailed account of the advertised goods sold by the merchants in the county is given under the merchant's name, and opposite photos showing the store and the farmers coming into

town by trolley, auto and wagon. Following this, individual farmers are taken up and a complete synopsis of their condition in life, income and situation is given, and an itemized list of the advertised goods they buy. On the covers are printed statistics about the county and Texas. Grayson county has three banks which have over \$3,000,000 combined deposits. Alfalfa was cut *five times* last year on some farms. Forty-four per cent. of the total sales of the merchants are made to farmers.

Texas is first in cotton, mules, cattle and cane-sugar production;



A PAGE FROM ONE OF THE BOOKS.

second in rice, third in horses. It has an agricultural population of 2,817,520, and its farm products were last year worth \$342,319,346.

To get this information Herbert G. Potter, advertising manager of *Farm and Fireside* made a personal tour in the west, in company with a photographer. "In all my travels, covering Sherman, Texas, Shennandoah, Iowa, Fargo, North Dakota and Lancaster, Pa.," says Mr. Potter, "I do not believe I was conveyed in anything else but an auto except between hotel and station in 'bus or hack. The

trip has been a splendid revelation to me personally of the really amazing progress in rural districts. It was hard work to get the data, and I must give due credit to *Farm and Ranch* of Texas, and the *Northwestern Agriculturist*, Minneapolis, both of whom gave generous assistance. We intend to issue one after another of these books. The second book, about Iowa, is already on press, and others will follow. I am convinced that they will make a strong impression on general advertisers and show them the wide-open opportunity to tap the rural districts."

The character and value of the data collected will be evident from the following excerpts. Selecting entirely at random one of the merchants whose stock is described:

Akers Grocery Company: From 15 to 25 per cent of this store's trade is with farmers. Among the well-known makes of advertised goods found on sale here were the following:

Golden Axle Grease; Virgin Leaf Chewing Tobacco; Ferry's and Crossman's Seeds; Williams' Shaving Soap; Cerealine, Cream of Wheat, Force, Grape Nuts, Maple Flake, Pettijohn's, Shredded Wheat, Banner Oats and Yankee Rolled Oats; Dr. Price's and Kansas City Baking Powder; Twenty-Mule-Team Borax; Libby, McNeil & Libby's, Van Camp's, Heinz's, Campbell's, Blue Label and Burnham & Morrill's Canned Goods; Blue Label and Heinz's, Catsup; Douglas' Candy; Lowney's and Baker's Chocolate; Walter Baker's and Lowney's Cocoa; Beardsley's Codfish; Arbuckle's Ariosa, and White House Coffee; Postum; Borden's Condensed Milk; Educator, Uneceda and Nabisco Crackers; Price's Flavoring Extracts; Jell-o and Knox's Gelatine; Welch's and Clark's Grape Juice; Beech Nut and Underwood's Hams and Bacons; Cottolene and Simon Pure Lard; Armour's and Heinz's Mince Meat; Bon Ami, Gold Dust and Old Dutch Cleanser; Durkee's Royal and Club House Dressing; Diamond Crystal Salt; Lea and Perrins' and Tabasco Sauce; Fairy, Ivory and Fels-Naptha Soap; Sapollo; Campbell's, Franco-American, Van Camp's and Heinz's Soups; Kingsford's and Celluloid Starch; Crystal Domino Sugar; Fairy, Grandpa's Wonder and Williams' Toilet Soap; Nine O'clock Washing Soda, Pearlina and Boraxine.

E. F. Ellison: Four-and-one-half miles northwest of Sherman. Rents farm on shares; 246 acres. Present estimated value, \$55 per acre. Principal crops, wheat, corn, oats and cotton. Estimated annual production, \$5,000. Five frame buildings. Water supplied by wells. No fertilizer used. Thirteen persons in family; one son a photographer. Carries life insurance. Subscribes for *Sherman Daily*

Democrat, *Dallas Daily News*; *Dallas Weekly News*, *Home Herald*, *McCall's*, *Farm and Fireside*, *Farm and Ranch*, *Breeder's Gazette*, *Kansas City Weekly*, and *To-day's Magazine*. Mr. Ellison and his family use the following advertised goods:

Golden Axle Grease; Spaulding Buggy; Brown Mule Chewing Tobacco; Earl & Wilson Collars; Deere Cultivator; Buckeye Drill; Portland Cement; Stetson Hats; Canton Harrow; McCormick Harvester; Cyclone Hay Press; Woodmen Insurance; Jones Mower; Standard and Canton Clipper Plows; Colgate's Shaving Soap; Watkins' Stock Food; Bain Wagons; Elgin Watches; Cream of Wheat, Kellogg's Toasted Corn Flakes, Mother's Oats, Post's Toasties; Kansas City Baking Powder; Twenty-Mule-Team Borax; Van Camp's Canned Goods; Garland Cooking Stove; Baker's Chocolate; Arbuckle's Ariosa Coffee; Uneceda Biscuit; Granite Enamel Ware; Watkins' Flavoring Extracts; Acorn Flour; Knox's Gelatine; Armour's Hams and Bacon; De Long Hooks and Eyes; Buster Brown Hosiery; White Mountain Ice Cream Freezer; Macbeth Lamp Chimneys; Jack Frost Lard; Cook's Linoleum; 3-in-1 Oil; Duplex Safety Pins; New Royal Sewing Machine; Electric Lustre Starch; Packer's Tar Soap; Clark and Coates' Thread; Ivory, Fairy and Grandpa's Wonder Soap.

Mr. Ellison has lived in this vicinity for four years; came from South Carolina five years ago, where he owned a farm. He is looking for a location and will buy land as soon as he finds a satisfactory place. One of the inducements which attracted him was that the land required very little fertilizer. He does not buy of mail-order houses.

The typographical excellence of the booklet is due to the especial personal interest of Jefferson Thomas, manager of the McFarland Publicity Service, which printed the book and helped to plan it. Mr. Thomas is a firm believer in more accurate and detailed circulation data.

"The great trouble with the better class of mediums," says Mr. Thomas, "seems to be an almost universal and generally complete lack of co-ordination between the advertising and the circulation departments. We keep in pretty close touch with the efforts to maintain and extend circulation made by a number of leading magazines. When a publisher not only presents an agent with an array of interesting facts about the kind of people who subscribe for his paper, where they are located, what they buy, etc., the agent will give him a warm welcome, if properly "on the job."

Don't Make Your 1910 Appropriation

Until You Read the Farm Papers for Yourself

See the papers for yourself, Mr. Advertiser, and this will enable you to tell which are leaders, dynamic makers of progress, and which are only camp followers.

*Only progressive papers have progressive, prosperous readers, and the only sort of papers worth advertising in are papers with a definite, clear-cut mission, **papers that lead and whose leaders swear by them because they recognize them as vital, forceful, progressive, dynamic makers of progress.***

Take a few minutes' time to read the papers you are using and you will find that there are none in the South that so fully measure up to these standards as

The Progressive Farmer **The Southern Farm Gazette**
RALEIGH, NORTH CAROLINA STARKVILLE, MISSISSIPPI

"The Only Southern Papers That Guarantee Their Ads."

Fine Chance for Boy to Learn Advertising

PRINTERS' INK wants a boy 15 or 16 years old to work in the office. Here is a splendid opportunity for an ambitious youth to learn advertising with the recognized advertising authority. Write to

PRINTERS' INK PUB. CO.
12 West 31st Street, New York

Lincoln Freie Presse

GERMAN WEEKLY
LINCOLN, NEB.

Takes the place of 280 County weeklies at 1-10 the cost. Great saving in bookkeeping, postage and electros. Rate, 35 cents.
Actual average circulation 142,440

Farmers With Money

are the only kind it will pay you to reach. Farm News subscribers—250,000 of them—are right in the big crop districts—lots of corn, wheat, fat stock, etc.

Now is the time to get their first outlay for new goods—out of the first profits of the year.

You can reach this great throng of buyers for \$1.00 a line, and you can't get better value at anywhere near the price. Any way you figure—first cost—last cost—total cost, Farm News is a paying investment. Write us for rate card and sample copy, or send an ad at once to save time. Forms close the 20th of the month preceding date of issue.

Simmons
Publishing Company

Springfield, Ohio

Ten Billion Dollars

THE farmers this year will have an income of about Ten Billion Dollars. Last year they had about Eight Billion Dollars and agricultural advertisers reported the best season for years. This year the farmers have about Two Billion Dollars more to spend than they did last year. Do you want some of it? The farmers of the Middle West have their farms paid for and are looking for places to spend their money. The standard of living on a farm has advanced and is still advancing and all you have to do to get a farmer to buy, is to convince him that he wants your article. You can't mention a thing of merit used in the best homes of the city that is not found in the farmhouse of to-day.

For example, crop statistics compiled by THE NORTHWESTERN AGRICULTURIST show that from the five principal grain crops of Minnesota and the Dakotas alone the farmers will realize the enormous sum of \$200,000,000.00 in excess of the crop values of the previous year, although 1908 was also a prosperous season. The purchasing power of farmers with an extra two hundred million dollars to expend can hardly be comprehended.

General advertisers who have been using the daily papers and magazines have come to realize this fact and are beginning to use the farm papers. Last year, although other periodicals were affected by the panic, the farm press carried more advertising than it ever did before, and the indications for this year are that a still larger number of advertisers are going to use the farm papers.

The following list of agricultural papers is located in the best farm district of the United States and covers it like a blanket. Why not give them a trial and see what they will do for you?

THE NORTHWESTERN AGRICULTURIST of Minneapolis, Minnesota, is a weekly with a guaranteed circulation of 80,000 paid in advance subscribers and the first issue of each month has 20,000 additional circulation in Minnesota alone. It is the only weekly farm paper in its territory, and circulates more papers each month than any two of its competitors. Its magazine issue (the first Saturday of each month) is the most elaborately printed farm paper in America.

THE FARMERS' TRIBUNE of Sioux City, Iowa, is a weekly paper with 50,000 paid in advance subscribers which are located in Northwestern Iowa, Southwestern Minnesota, Northeastern Nebraska, and Southeastern South Dakota; the most productive farm land of the United States.

THE REGISTER AND FARMER of Des Moines, Iowa, is a semi-monthly with a circulation of 50,000, and is strictly an Iowa paper fully ninety-five per cent. of its circulation being in that state. Its editorial policy has been to confine itself to articles that will interest the farmers in Iowa, and that it has succeeded is demonstrated by the fact that it has more Iowa circulation than any other paper in the state.

THE FARMER'S GUIDE, of Huntington, Ind., is a weekly with 45,000 circulation and is primarily an Indiana publication. Its subscription list is paid strictly in advance and is the highest priced of any paper in the state. It has eight special issues with handsome colored cover with a circulation of 60,000 for which no extra charge is made.

FARM NEWS, of Springfield, Ohio, is a monthly with 250,000 general circulation, but principally covering this Middle West.

The above papers form as good a list as you can find to try out your advertising, and will demonstrate the value of advertising to farmers.

For further information address, Mansur Special Agency, One Madison avenue, New York City, N. Y.

COMMERCIAL ART

By GEORGE ETHRIDGE, 41 Union Square, N. Y.

A very good idea of what "Twin Grip" paper fasteners are and how they work may be gathered from an examination of this magazine ad. That is just the trouble—it requires a careful examination to determine the facts. The illustration of an advertisement of this kind should, when possible, tell its story without the necessity of

raging torrent, and the people on the bank appear as if they were watching the wreck of a ship containing all their friends and relatives. A railroad advertisement is a failure if it is not inviting.

* * *

The ad on the next page, clipped from a German periodical, is

"TWIN GRIP"

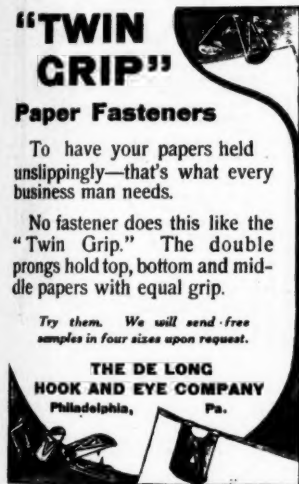
Paper Fasteners

To have your papers held unslippingly—that's what every business man needs.

No fastener does this like the "Twin Grip." The double prongs hold top, bottom and middle papers with equal grip.

Try them. We will send free samples in four sizes upon request.

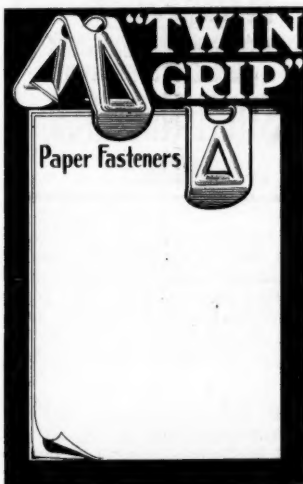
**THE DE LONG
HOOK AND EYE COMPANY**
Philadelphia, Pa.



a close scrutiny, so that the eye of the careless may be caught. In the illustration No. 2 there is far less confusing detail, and the device advertised is shown more clearly.

* * *

There are at least two things the matter with this Chicago, Great Western newspaper advertisement; one is an unattractive picture and the other is an extremely bad typographical arrangement. The picture is supposed to show a scene on the banks of a lake, but the lake looks like a



somewhat startling, to say the least. The heavens are full of



comets, shooting stars, and other remarkable celestial pyrotechnics, and in the midst of this unusual manifestation of stellar activity, there are exposed a bicycle, a sew-



als **hellste Sterne**
auf dem Gebiete der Polymechanik
glänzen die Erzeugnisse von
SEIDEL & NAUMANN
- DRESDEN -

ing machine, and a typewriter. It is fair to assume that Seidel & Naumann, who are responsible for this advertisement, are dealers in the articles mentioned, and they certainly take a spectacular way of calling attention to that fact.

* * *

This Telescopic Casting Rod advertisement is perhaps not so artistic in its execution as it might be, but it is nevertheless praiseworthy in many particulars. There are life and action in it, the article advertised is shown in an interesting way, and a mere glance at the advertisement gives a clear



THE F. REDD D. DIVINE CO.
RODS
of all kinds
and sizes
for sale
at prices
that will
satisfy
the most
discriminating
buyer.
The F. Redd D. Divine Co.
100-102-104-106-108-110-112-114-116-118-120-122-124-126-128-130-132-134-136-138-140-142-144-146-148-150-152-154-156-158-160-162-164-166-168-170-172-174-176-178-180-182-184-186-188-190-192-194-196-198-200-202-204-206-208-210-212-214-216-218-220-222-224-226-228-230-232-234-236-238-240-242-244-246-248-250-252-254-256-258-260-262-264-266-268-270-272-274-276-278-280-282-284-286-288-290-292-294-296-298-300-302-304-306-308-310-312-314-316-318-320-322-324-326-328-330-332-334-336-338-340-342-344-346-348-350-352-354-356-358-360-362-364-366-368-370-372-374-376-378-380-382-384-386-388-390-392-394-396-398-400-402-404-406-408-410-412-414-416-418-420-422-424-426-428-430-432-434-436-438-440-442-444-446-448-450-452-454-456-458-460-462-464-466-468-470-472-474-476-478-480-482-484-486-488-490-492-494-496-498-500-502-504-506-508-510-512-514-516-518-520-522-524-526-528-530-532-534-536-538-540-542-544-546-548-550-552-554-556-558-560-562-564-566-568-570-572-574-576-578-580-582-584-586-588-590-592-594-596-598-600-602-604-606-608-610-612-614-616-618-620-622-624-626-628-630-632-634-636-638-640-642-644-646-648-650-652-654-656-658-660-662-664-666-668-670-672-674-676-678-680-682-684-686-688-690-692-694-696-698-700-702-704-706-708-710-712-714-716-718-720-722-724-726-728-730-732-734-736-738-740-742-744-746-748-750-752-754-756-758-760-762-764-766-768-770-772-774-776-778-780-782-784-786-788-790-792-794-796-798-800-802-804-806-808-810-812-814-816-818-820-822-824-826-828-830-832-834-836-838-840-842-844-846-848-850-852-854-856-858-860-862-864-866-868-870-872-874-876-878-880-882-884-886-888-890-892-894-896-898-900-902-904-906-908-910-912-914-916-918-920-922-924-926-928-930-932-934-936-938-940-942-944-946-948-950-952-954-956-958-960-962-964-966-968-970-972-974-976-978-980-982-984-986-988-990-992-994-996-998-1000-1002-1004-1006-1008-1010-1012-1014-1016-1018-1020-1022-1024-1026-1028-1030-1032-1034-1036-1038-1040-1042-1044-1046-1048-1050-1052-1054-1056-1058-1060-1062-1064-1066-1068-1070-1072-1074-1076-1078-1080-1082-1084-1086-1088-1090-1092-1094-1096-1098-1100-1102-1104-1106-1108-1110-1112-1114-1116-1118-1120-1122-1124-1126-1128-1130-1132-1134-1136-1138-1140-1142-1144-1146-1148-1150-1152-1154-1156-1158-1160-1162-1164-1166-1168-1170-1172-1174-1176-1178-1180-1182-1184-1186-1188-1190-1192-1194-1196-1198-1200-1202-1204-1206-1208-1210-1212-1214-1216-1218-1220-1222-1224-1226-1228-1230-1232-1234-1236-1238-1240-1242-1244-1246-1248-1250-1252-1254-1256-1258-1260-1262-1264-1266-1268-1270-1272-1274-1276-1278-1280-1282-1284-1286-1288-1290-1292-1294-1296-1298-1300-1302-1304-1306-1308-1310-1312-1314-1316-1318-1320-1322-1324-1326-1328-1330-1332-1334-1336-1338-1340-1342-1344-1346-1348-1350-1352-1354-1356-1358-1360-1362-1364-1366-1368-1370-1372-1374-1376-1378-1380-1382-1384-1386-1388-1390-1392-1394-1396-1398-1400-1402-1404-1406-1408-1410-1412-1414-1416-1418-1420-1422-1424-1426-1428-1430-1432-1434-1436-1438-1440-1442-1444-1446-1448-1450-1452-1454-1456-1458-1460-1462-1464-1466-1468-1470-1472-1474-1476-1478-1480-1482-1484-1486-1488-1490-1492-1494-1496-1498-1500-1502-1504-1506-1508-1510-1512-1514-1516-1518-1520-1522-1524-1526-1528-1530-1532-1534-1536-1538-1540-1542-1544-1546-1548-1550-1552-1554-1556-1558-1560-1562-1564-1566-1568-1570-1572-1574-1576-1578-1580-1582-1584-1586-1588-1590-1592-1594-1596-1598-1600-1602-1604-1606-1608-1610-1612-1614-1616-1618-1620-1622-1624-1626-1628-1630-1632-1634-1636-1638-1640-1642-1644-1646-1648-1650-1652-1654-1656-1658-1660-1662-1664-1666-1668-1670-1672-1674-1676-1678-1680-1682-1684-1686-1688-1690-1692-1694-1696-1698-1700-1702-1704-1706-1708-1710-1712-1714-1716-1718-1720-1722-1724-1726-1728-1730-1732-1734-1736-1738-1740-1742-1744-1746-1748-1750-1752-1754-1756-1758-1760-1762-1764-1766-1768-1770-1772-1774-1776-1778-1780-1782-1784-1786-1788-1790-1792-1794-1796-1798-1800-1802-1804-1806-1808-1810-1812-1814-1816-1818-1820-1822-1824-1826-1828-1830-1832-1834-1836-1838-1840-1842-1844-1846-1848-1850-1852-1854-1856-1858-1860-1862-1864-1866-1868-1870-1872-1874-1876-1878-1880-1882-1884-1886-1888-1890-1892-1894-1896-1898-1900-1902-1904-1906-1908-1910-1912-1914-1916-1918-1920-1922-1924-1926-1928-1930-1932-1934-1936-1938-1940-1942-1944-1946-1948-1950-1952-1954-1956-1958-1960-1962-1964-1966-1968-1970-1972-1974-1976-1978-1980-1982-1984-1986-1988-1990-1992-1994-1996-1998-2000-2002-2004-2006-2008-2010-2012-2014-2016-2018-2020-2022-2024-2026-2028-2030-2032-2034-2036-2038-2040-2042-2044-2046-2048-2050-2052-2054-2056-2058-2060-2062-2064-2066-2068-2070-2072-2074-2076-2078-2080-2082-2084-2086-2088-2090-2092-2094-2096-2098-2100-2102-2104-2106-2108-2110-2112-2114-2116-2118-2120-2122-2124-2126-2128-2130-2132-2134-2136-2138-2140-2142-2144-2146-2148-2150-2152-2154-2156-2158-2160-2162-2164-2166-2168-2170-2172-2174-2176-2178-2180-2182-2184-2186-2188-2190-2192-2194-2196-2198-2200-2202-2204-2206-2208-2210-2212-2214-2216-2218-2220-2222-2224-2226-2228-2230-2232-2234-2236-2238-2240-2242-2244-2246-2248-2250-2252-2254-2256-2258-2260-2262-2264-2266-2268-2270-2272-2274-2276-2278-2280-2282-2284-2286-2288-2290-2292-2294-2296-2298-2300-2302-2304-2306-2308-2310-2312-2314-2316-2318-2320-2322-2324-2326-2328-2330-2332-2334-2336-2338-2340-2342-2344-2346-2348-2350-2352-2354-2356-2358-2360-2362-2364-2366-2368-2370-2372-2374-2376-2378-2380-2382-2384-2386-2388-2390-2392-2394-2396-2398-2400-2402-2404-2406-2408-2410-2412-2414-2416-2418-2420-2422-2424-2426-2428-2430-2432-2434-2436-2438-2440-2442-2444-2446-2448-2450-2452-2454-2456-2458-2460-2462-2464-2466-2468-2470-2472-2474-2476-2478-2480-2482-2484-2486-2488-2490-2492-2494-2496-2498-2500-2502-2504-2506-2508-2510-2512-2514-2516-2518-2520-2522-2524-2526-2528-2530-2532-2534-2536-2538-2540-2542-2544-2546-2548-2550-2552-2554-2556-2558-2560-2562-2564-2566-2568-2570-2572-2574-2576-2578-2580-2582-2584-2586-2588-2590-2592-2594-2596-2598-2600-2602-2604-2606-2608-2610-2612-2614-2616-2618-2620-2622-2624-2626-2628-2630-2632-2634-2636-2638-2640-2642-2644-2646-2648-2650-2652-2654-2656-2658-2660-2662-2664-2666-2668-2670-2672-2674-2676-2678-2680-2682-2684-2686-2688-2690-2692-2694-2696-2698-2700-2702-2704-2706-2708-2710-2712-2714-2716-2718-2720-2722-2724-2726-2728-2730-2732-2734-2736-2738-2740-2742-2744-2746-2748-2750-2752-2754-2756-2758-2760-2762-2764-2766-2768-2770-2772-2774-2776-2778-2780-2782-2784-2786-2788-2790-2792-2794-2796-2798-2800-2802-2804-2806-2808-2810-2812-2814-2816-2818-2820-2822-2824-2826-2828-2830-2832-2834-2836-2838-2840-2842-2844-2846-2848-2850-2852-2854-2856-2858-2860-2862-2864-2866-2868-2870-2872-2874-2876-2878-2880-2882-2884-2886-2888-2890-2892-2894-2896-2898-2900-2902-2904-2906-2908-2910-2912-2914-2916-2918-2920-2922-2924-2926-2928-2930-2932-2934-2936-2938-2940-2942-2944-2946-2948-2950-2952-2954-2956-2958-2960-2962-2964-2966-2968-2970-2972-2974-2976-2978-2980-2982-2984-2986-2988-2990-2992-2994-2996-2998-3000-3002-3004-3006-3008-3010-3012-3014-3016-3018-3020-3022-3024-3026-3028-3030-3032-3034-3036-3038-3040-3042-3044-3046-3048-3050-3052-3054-3056-3058-3060-3062-3064-3066-3068-3070-3072-3074-3076-3078-3080-3082-3084-3086-3088-3090-3092-3094-3096-3098-3100-3102-3104-3106-3108-3110-3112-3114-3116-3118-3120-3122-3124-3126-3128-3130-3132-3134-3136-3138-3140-3142-3144-3146-3148-3150-3152-3154-3156-3158-3160-3162-3164-3166-3168-3170-3172-3174-3176-3178-3180-3182-3184-3186-3188-3190-3192-3194-3196-3198-3200-3202-3204-3206-3208-3210-3212-3214-3216-3218-3220-3222-3224-3226-3228-3230-3232-3234-3236-3238-3240-3242-3244-3246-3248-3250-3252-3254-3256-3258-3260-3262-3264-3266-3268-3270-3272-3274-3276-3278-3280-3282-3284-3286-3288-3290-3292-3294-3296-3298-3300-3302-3304-3306-3308-3310-3312-3314-3316-3318-3320-3322-3324-3326-3328-3330-3332-3334-3336-3338-3340-3342-3344-3346-3348-3350-3352-3354-3356-3358-3360-3362-3364-3366-3368-3370-3372-3374-3376-3378-3380-3382-3384-3386-3388-3390-3392-3394-3396-3398-3400-3402-3404-3406-3408-3410-3412-3414-3416-3418-3420-3422-3424-3426-3428-3430-3432-3434-3436-3438-3440-3442-3444-3446-3448-3450-3452-3454-3456-3458-3460-3462-3464-3466-3468-3470-3472-3474-3476-3478-3480-3482-3484-3486-3488-3490-3492-3494-3496-3498-3500-3502-3504-3506-3508-3510-3512-3514-3516-3518-3520-3522-3524-3526-3528-3530-3532-3534-3536-3538-3540-3542-3544-3546-3548-3550-3552-3554-3556-3558-3560-3562-3564-3566-3568-3570-3572-3574-3576-3578-3580-3582-3584-3586-3588-3590-3592-3594-3596-3598-3600-3602-3604-3606-3608-3610-3612-3614-3616-3618-3620-3622-3624-3626-3628-3630-3632-3634-3636-3638-3640-3642-3644-3646-3648-3650-3652-3654-3656-3658-3660-3662-3664-3666-3668-3670-3672-3674-3676-3678-3680-3682-3684-3686-3688-3690-3692-3694-3696-3698-3700-3702-3704-3706-3708-3710-3712-3714-3716-3718-3720-3722-3724-3726-3728-3730-3732-3734-3736-3738-3740-3742-3744-3746-3748-3750-3752-3754-3756-3758-3760-3762-3764-3766-3768-3770-3772-3774-3776-3778-3780-3782-3784-3786-3788-3790-3792-3794-3796-3798-3800-3802-3804-3806-3808-3810-3812-3814-3816-3818-3820-3822-3824-3826-3828-3830-3832-3834-3836-3838-3840-3842-3844-3846-3848-3850-3852-3854-3856-3858-3860-3862-3864-3866-3868-3870-3872-3874-3876-3878-3880-3882-3884-3886-3888-3890-3892-3894-3896-3898-3900-3902-3904-3906-3908-3910-3912-3914-3916-3918-3920-3922-3924-3926-3928-3930-3932-3934-3936-3938-3940-3942-3944-3946-3948-3950-3952-3954-3956-3958-3960-3962-3964-3966-3968-3970-3972-3974-3976-3978-3980-3982-3984-3986-3988-3990-3992-3994-3996-3998-4000-4002-4004-4006-4008-4010-4012-4014-4016-4018-4020-4022-4024-4026-4028-4030-4032-4034-4036-4038-4040-4042-4044-4046-4048-4050-4052-4054-4056-4058-4060-4062-4064-4066-4068-4070-4072-4074-4076-4078-4080-4082-4084-4086-4088-4090-4092-4094-4096-4098-4100-4102-4104-4106-4108-4110-4112-4114-4116-4118-4120-4122-4124-4126-4128-4130-4132-4134-4136-4138-4140-4142-4144-4146-4148-4150-4152-4154-4156-4158-4160-4162-4164-4166-4168-4170-4172-4174-4176-4178-4180-4182-4184-4186-4188-4190-4192-4194-4196-4198-4200-4202-4204-4206-4208-4210-4212-4214-4216-4218-4220-4222-4224-4226-4228-4230-4232-4234-4236-4238-4240-4242-4244-4246-4248-4250-4252-4254-4256-4258-4260-4262-4264-4266-4268-4270-4272-4274-4276-4278-4280-4282-4284-4286-4288-4290-4292-4294-4296-4298-4300-4302-4304-4306-4308-4310-4312-4314-4316-4318-4320-4322-4324-4326-4328-4330-4332-4334-4336-4338-4340-4342-4344-4346-4348-4350-4352-4354-4356-4358-4360-4362-4364-4366-4368-4370-4372-4374-4376-4378-4380-4382-4384-4386-4388-4390-4392-4394-4396-4398-4400-4402-4404-4406-4408-4410-4412-4414-4416-4418-4420-4422-4424-4426-4428-4430-4432-4434-4436-4438-4440-4442-4444-4446-4448-4450-4452-4454-4456-4458-4460-4462-4464-4466-4468-4470-4472-4474-4476-4478-4480-4482-4484-4486-4488-4490-4492-4494-4496-4498-4500-4502-4504-4506-4508-4510-4512-4514-4516-4518-4520-4522-4524-4526-4528-4530-4532-4534-4536-4538-4540-4542-4544-4546-4548-4550-4552-4554-4556-4558-4560-4562-4564-4566-4568-4570-4572-4574-4576-4578-4580-4582-4584-4586-4588-4590-4592-4594-4596-4598-4600-4602-4604-4606-4608-4610-4612-4614-4616-4618-4620-4622-4624-4626-4628-4630-4632-4634-4636-4638-4640-4642-4644-4646-4648-4650-4652-4654-4656-4658-4660-4662-4664-4666-4668-4670-4672-4674-4676-4678-4680-4682-4684-4686-4688-4690-4692-4694-4696-4698-4700-4702-4704-4706-4708-4710-4712-4714-4716-4718-4720-4722-4724-4726-4728-4730-4732-4734-4736-4738-4740-4742-4744-4746-4748-4750-4752-4754-4756-4758-4760-4762-4764-4766-4768-4770-4772-4774-4776-4778-4780-4782-4784-4786-4788-4790-4792-4794-4796-4798-4800-4802-4804-4806-4808-4810-4812-4814-4816-4818-4820-4822-4824-4826-4828-4830-4832-4834-4836-4838-4840-4842-4844-4846-4848-4850-4852-4854-4856-4858-4860-4862-4864-4866-4868-4870-4872-4874-4876-4878-4880-4882-4884-4886-4888-4890-4892-4894-4896-4898-4900-4902-4904-4906-4908-4910-4912-4914-4916-4918-4920-4922-4924-4926-4928-4930-4932-4934-4936-4938-4940-4942-4944-4946-4948-4950-4952-4954-4956-4958-4960-4962-4964-4966-4968-4970-49

Business Going Out

The name of the Blackman Company of New York has been changed to that of the Blackman-Ross Company. The personnel of the company will continue as heretofore.

Contracts are going to Southern papers for 3,000 lines in a year, from F. N. Sumner of Newark, for Wouter's Wonder Workers.

The Chicago office of J. Walter Thompson is placing twenty-eight lines, thirteen times, in the West and on the Coast for the Judson Company.

Wm. Wrigley, Chicago, is using 5,000 lines in the West, through J. L. Stack.

Nelson Chesman, St. Louis, is sending out 124 lines, two times, to Western papers.

The Automatic Pencil Sharpener Company, Inc., New York, is placing orders for the Fall magazine campaign, through Biggs, Young, Shone & Co.

The National Phonograph Company, through Calkins & Holden, of New York, is asking for rates on 10,000 lines.

C. H. Williams, 250 Broadway, New York, is asking for rates on some small classified business.

The Cincinnati Securities Company, Cincinnati, is placing 43 lines, 2 times, through the Metropolitan Adv. Agency, New York.

The N. Y. & Porto Rican S. S. Co. is placing twenty-eight lines, forty-four times, in a few of the larger cities east of Chicago. The business is being handled by the Blackman-Ross Company of New York.

The International Text Book Company, Scranton, Pa., is using sixteen inches, four times, on the Pacific Coast, through N. W. Ayer & Son, Philadelphia, Pa.

E. P. Remington, New York, is placing twenty-eight and fifty-six lines, thirteen times, in the West for the Lemaire Opera Glasses.

Frank Seaman, Inc., New York, is sending out contracts for 1,000 inches to papers on the Pacific Coast.

The MacManus-Kelley Company, Toledo, is sending out copy for the Keenoh Automatic Razor Sharpener, Detroit, Mich., to general magazines and weeklies.

The Chicago Musical College is using 100 lines, five times, in the Southwest through Lord & Thomas of Chicago. Sunday papers only are on the list.

The MacManus-Kelley Company, Toledo, is sending out orders for the Toledo Cooker Company, beginning with the August issue of the weekly publications and the September issues of the monthly mail-order publications.

E. P. Remington is using five inches, twice a week for three years, in the South, and 15,000 lines in the same time in the West, for the Foster Milburn Company.

Frank Seaman, Inc., New York, is placing 10,000 lines in the West for Max Bros.

N. W. Ayer & Son, Philadelphia, are sending out 261 lines, twenty-six times, to papers in the South, Southwest and West.

Scott & Bowne, New York, are sending orders out direct for 5,000 lines to be used in six months. Business goes to Southern papers.

BOSTON ITEMS.

The P. F. O'Keefe Agency are putting out some additional contracts for the Dr. Greene advertising. These contracts are going to weekly newspapers throughout New England, and they run for nine weeks.

H. W. Stevens, Globe Building, is putting out copy in a select list of newspapers for the United States Cartridge Co. The advertising measures 140 lines and runs four times, once a week. Front-page space is contracted for wherever possible to obtain it.

The Boston Sculpture Company are placing 35-line copy in high-grade publications through the Walton Advertising & Printing Company.

The Dexter Bros. advertising is placed by the Boston office of the J. Walter Thompson Company. A few contracts are going out for fall business.

C. H. Stephenson is placing two inches and four inches direct with a few publications for their fall issues.

Mr. S. A. Conover, manager of the Boston office of N. W. Ayer & Son, is handling an appropriation from the Crown Packing Company, Gloucester, Mass. General publications are being used that carried the business before and brought direct results.

Richard J. Burton & Co., stock brokers, are using large copy in metropolitan dailies exploiting a new mining property. The business is placed by the Lovett-Chandler Agency, 6 Beacon street.

Renewal contracts are being placed by E. F. Gould, New England manager of the Frank Presbrey Company, for the Polarized Fabric Company. Women's publications are being used.

The Walton Advertising & Printing Company is sending out orders on the advertising of the Worcester Slipper. Women's publications are being used and large copy contracted for.

The Keen Edge Company, Franklin & Congress streets, are sending out orders to the general magazines advertising their system of stropping safety razor blades. The classified departments are being used where there is an appropriate heading.

The C. F. Wyckoff Company is sending out orders to the classified department of several leading magazines on the advertising of Homes of Providence. They are looking for agents.

ST. LOUIS-KANSAS CITY NOTES.

The Horn-Baker Advertising Company, Kansas City, is sending out orders for the Jones Bros. Mer. Company, same city, to a large list of farm papers and weekly editions of dailies in the West and Southwest. Forty-line display buggy copy is being ordered for several insertions.

Nelson Chesman & Co.'s St. Louis office is placing orders for the Wrang Tang Liniment Company, same city, in a list of weekly editions of dailies published in the Southern states. One hundred and fifty-six-line display copy will be used in September issues.

The Coast Products Company, St. Louis, Mo., is conducting a campaign in St. Louis dailies to create a demand for "Califo" brand California canned fruits. Large space is being used. The campaign will be extended to other cities later. H. W. Kastor & Sons are handling the account.

The Texas-Orient Land Company, Kansas City, is conducting a campaign in agricultural papers published in the West. Copy and orders for ninety-eight lines display are being sent out through the Horn-Baker Advertising Company to start in September.

H. W. Kastor & Sons' St. Louis office is sending out copy and orders for the Hagood Mfg. Company, same city, to a list of mail-order papers to begin with September issues. Two hundred-line display copy is being used.

The Kansas City office of H. W. Kastor & Sons is placing two-inch display copy for the Mesa Land & Trust Company, Kansas City, Mo., in a large list of agricultural publications published in the West and Central West.

The Gardner Advertising Company, St. Louis, is sending out fall schedule of copy for the Appleton Manufacturing Company, Batavia, Ill., to a big list of farm papers.

H. W. Kastor & Sons are placing the advertising for the Majestic Manufacturing Company, St. Louis, in a big list of farm papers and weekly editions of daily newspapers in the Central, Western and Southern states. One hundred and ninety and sixty-line display copy advertising the "Great Majestic Range" is being used in August, September and October issues.

The L. Roy Curtiss Advertising Company, Kansas City, is placing the Hammoport advertising for the Carnegie Goudie Mfg. Company, same city. Forty-two-line display copy is being used in August issues of the magazines.

The United Kansas Portland Cement Company, Kansas City, Mo., is conducting an educational campaign among the farmers of the Southwest for their products. Forty-two line copy is being used in farm papers in Missouri, Kansas, Oklahoma and Texas. The L. Roy Curtiss Advertising Company, Kansas City, is placing the advertising.

The Kansas City Vehicle Company, Kansas City, is conducting a publicity campaign for the "Gleason" automobile which they manufacture. One hundred and six-line display copy is being used in farm papers in the Southwest.

CHICAGO NOTES.

M. Wayman Valier, Mont., is using small space in agricultural papers. The business is placed by the Otto J. Koch Agency, of Milwaukee.

C. H. Meyers, Chicago, is using a list of agricultural papers to advertise a lockstitch awl. Lord & Thomas are handling the account.

Snitzler Advertising Company, 250 Madison street, Chicago, is adding more papers in the West for the H. S. Peterson Company, advertising their health and beauty hints. The papers mostly used are the ones having a woman's page.

Banner Tailoring Company, Postal Telegraph Bldg., is using large space in mail-order papers. Business is placed by E. H. Clarke, Boyce Bldg.

Montgomery Ward & Co. are using a small list of mail-order papers. The account is being placed by J. L. Stack, Heyworth Bldg., Chicago.

E. H. Clarke Agency is placing in select mail-order papers the advertising of the Boston Store, Chicago.

J. L. Stack, Heyworth Bldg., is placing in the daily newspapers the advertising of Wm. Wrigley, Jr., advertising his Spearmint Gum. Western papers are being used at the present time.

Classified Advertisements

Classified advertisements in "Printers' Ink" cost twenty cents an agate line for each insertion, \$10.40 a line per year. Five per cent discount may be deducted if payment accompanies copy and order for insertion and ten per cent on yearly contract paid wholly in advance. No order accepted for less than one dollar.

ADVERTISING AGENCIES

DARLOW ADVERTISING AGENCY,
Omaha, Neb. Newspapers and Magazines.

ALBERT FRANK & CO., 25 Broad St., N.Y.
General Advertising Agents. Established
1872. Chicago, Boston, Philadelphia. Advertising
of all kinds placed in every part of the world.

**ADVERTISING PLACED IN ALL NEWS-
PAPERS, MAGAZINES AND TRADE
PAPERS AT LOWEST RATES. NO AC-
COUNT TOO SMALL. ASK FOR FREE
ESTIMATE OR PLAN FOR CAMPAIGN.
KLINE ADV. AGENCY, RIDGWAY, PA.**

Financial Advertising is being placed in
CUBA AND JAMAICA
for the American Security Contract
Co., of Philadelphia by the
**BEERS ADVERTISING AGENCY
OF HAVANA, CUBA**
New York Office: 66 Beaver Street, Room 801
Geo. W. DYER, Representative

ADVERTISING MEDIA

THE Ladies' Home Journal, is the greatest
advertising medium in the world.

THE Saturday Evening Post—greater results
at lower cost. The Curtis Pub. Co., Phila.

THE BLACK DIAMOND Chicago-New York-Pittsburg, for
20 years the coal trades' leading
journal. Write for rates.

THE South Dakota Farmer, Sioux Falls, S. D.,
best Mail Order Medium. The only weekly
farm paper in the state.

The Bank Advertiser

Has a national circulation to banks exclusively.
C. E. Auracher, Publisher, Cedar Rapids, Iowa.

THE circulation of the New York *World*,
morning edition, exceeds that of any other
morning newspaper in America by more than
150,000 copies per day.

AD WRITERS

For Poor Business use my apt ads.
W. D. KEMPTON, Glen Bldg., Cincinnati, O.

COIN CARRIERS

GET THE CASH

with the sub-cription order.
Also used with Want ad
dept 1,000 any Printing,
\$3.25; 5,000 any Printing,
\$10.90. Samples free. DE-
TROIT COIN WRAPPER
CO., 4 John R. Street, Detroit, Mich.

ENGRAVING

KITAB ENGRAVING CO. (Inc.), 401 Lafayette
St., New York, makers of half-tone,
color, line plates. Prompt and careful service.
Illustrating. TELEPHONE: 1664 SPRING.

ELECTROTYPES

Get Our Prices On Electros

We'll give you better plates, quicker service
and save you expressage. Largest electrotyp-
ing plant in the world—capacity 90,000 column
inches a day. Write for prices and sample of
patent Holdfast interchangeable base.

**RAPID ELECTROTYPE COMPANY, Advertis-
ers' Block, Cincinnati O.**

HELP WANTED

WANTED—A capable advertising man;
middle west position; state age, experi-
ence, references, and salary expected; address
promptly, "L. W.," care of Printers' Ink Pub-
lishing Co.

FREE REGISTRATION is offered for limited
period to reporters requiring not over \$18 a
week and Linotype Operators (4500 minion), not
over \$22. Good positions open. Booklet sent
free. FERNALD'S NEWSPAPER MEN'S
EXCHANGE, Springfield, Mass.

Advertising Agency Man Wanted

We want a young man who is thoroughly
conversant with rates, who has had experi-
ence in handling orders, sending out copy,
etc., to take charge of this work in our office.
Must be experienced and be able to furnish
first class credentials both as to character
and ability. State age, experience, whether
married, and salary wanted. Address
MacManus-Kelley Company, Advertising
Agents, Toledo, Ohio.

WANTED—An exclusive agent in every city to sell Transo (transparent face) envelopes, on a commission basis. Every business house a possible customer. Excellent proposition for men with selling ability. Samples and complete information on request. **TRANSO PAPER CO.**, Chicago.

ADVERTISING SOLICITOR WANTED—An Eastern trade paper, reaching a large retail field, has a vacancy in its western office for an ambitious young man to solicit advertising, with headquarters at Chicago. Ability to talk advertising and willingness to travel are essential. If the applicant also has a few thousand dollars, he might be given an opportunity to secure some stock in the company at advantageous terms. Address "MERCANTILE" care **Printers' Ink.**

EDITOR WANTED

for a magazine devoted to baseball and other outdoor sports. One competent to take entire charge of editorial department and develop a strong policy. Box 867, **PRINTERS' INK.**

Wanted— A Business Getter

An advertising salesman of experience—a live wire,—preferably one who already has some good accounts to bring with him. A liberal interest in a going agency in one of the best fields in the whole country. Splendid opportunity for the right man to get into business for himself. Also a place for a "Bang up" copy writer. Address "B-W," care **PRINTERS' INK.**

MISCELLANEOUS WANTS

Wanted—A good stereotyping press that will print up to 16 pages—must be compact and cheap. Write full particulars. Box 66, **Printers' Ink.**

YOUNG MEN AND WOMEN of ability who seek positions as adwriters and ad managers should use the classified columns of **PRINTERS' INK.**, the business journal for advertisers, published weekly at 12 West 31st St., New York. Such advertisements will be inserted at 20 cents a line, six words to the line. **PRINTERS' INK.** is the best school for advertisers, and it reaches every week more employing advertisers than any other publication in the United States.

PATENTS

PATENTS that PROTECT

Our 3 books for inventors mailed on receipt of 6 cts. stamps. **R. S. & A. B. LACEY**, Washington, D. C. Established 1869.

POSITIONS WANTED

FOREMANSHIP wanted by practical compositor. Has had charge of composing and pressrooms. Address, Box 1363, New Haven, Conn.

ADVERTISING MANAGER, thoroughly experienced in mail solicitation, canvassing, ad construction, publishing, desires to represent good proposition for New York and vicinity. "Worth investigating." "W. I.," **Printers' Ink.**

BOOKBINDERS—A hustling, energetic, up-to-date practical man desires position as manager or foreman of bindery. Experienced in estimating, corresponding and stock purchasing. Address "BOOKBINDER," care **Printers' Ink.**

PUBLICITY SPECIALIST, who has just concluded two highly successful advertising and publicity campaigns, seeks connection with advertiser or agency that can utilize original ideas and strong copy. A.B., care **Printers' Ink.**

KEEN, HUSTLING ADVERTISING and printing manager, editor of house journal, seeks immediate position; high-class company only. References exceptional. "HARVARD," care **Printers' Ink.**

COLLEGE graduate (29) having seven years business experience, two in advertising field, wishes position as assistant to advertising manager in large or growing manufacturing concern. At present representing advertising department N. Y. publication. Address "H. K." care **P. I.**

EXPERT CIRCULATION AND ADVERTISING MAN (young, 32), wants to change. Commands and earns good salary. Capable manager of either department. Prefer middle west daily. References. Address "F. M. W.," care **Printers' Ink.**

C. Q. D.—Danger of stagnation imminent. Rescue by growing trade paper publisher requiring experienced editor, who can help build up a strong advertising medium, editorially and otherwise, is imperatively needed. Profit sharing proposition preferred. Address "RESPONSIBLE," care **Printers' Ink.**

HIGH-CLASS ADVERTISING MANAGER AND WRITER desires to make change; good reasons given. Especially experienced in planning campaigns, preparation of booklets, catalogues, follow-up letters, etc. Highest references and proof as to character and reliability. Address "Box 20," care **Printers' Ink.**

SITUATION WANTED—By A-1 pressroom foreman; 15 years' experience on all classes of work. First-class executive ability, up-to-date on magazine, color, half-tone and catalogue work. Good references. Can produce results. State wages and number of presses. "A. C.," care Printers' Ink.

ARTIST

of reputation who works extensively for the best periodicals and writes designs and draws for leading local and national advertisers wishes salaried position. Long advertising agency experience. Executive ability. "ADSALES," care Printers' Ink.

I WANT TO RELIEVE an overworked business man of some of his work, worry and detail. My six years of experience in the executive, sales and purchasing departments of a large corporation has given a thorough business training and good judgment. Can keep my mouth closed when necessary and have a good memory for names, faces and details. I am 24 years of age, fair personality, good habits, ambitious and loyal to my employer. Address, "J. H. K.," 4037 Armitage Avenue, Chicago, Illinois.

Successful Publishing

DEMANDS the employment of editors of accurate judgment, education and executive ability. The undersigned, for 10 years with exceptionally large weekly, the circulation of which he has increased 75 per cent, wishes to change for good reason. Understands the publishing and advertising business from a to z. Recognized authority on advertising and author of widely read articles on the subject. Forceful editorial writer and all-round executive man. Conversant with the trade mark and copyright law. "T. E.," care Printers' Ink.

POST CARDS

PHENOMENAL POST CARD BARGAINS. 12 gold embossed birthdays 10c.; 8 gold others 10c.; 20 comics 10c.; 8 gold lovers 10c.; 4 photographic cats 10c.; 12 best wishes 10c.; 6 offers for 50c. Dealers supplied. Sure money for agents. **RICHARD LAVERY**, 81 Pine Street, New York.

PRESS CLIPPINGS

MANHATTAN Press Clipping Bureau, Arthur Cassot, Prop., supplies the best service of clippings from all papers, on any trade and industry. Write for terms, 334 Fifth Ave., New York City.

ROMEIKE'S PRESS CLIPPING BUREAU, 110-112 West 26th Street, New York City, sends newspaper clippings on any subject in which you may be interested. Most reliable Bureau. Write for circular and terms.

PRINTING

YOU share with us the economy of our location. Our facilities insure perfect work. Prompt estimates on letter-heads, factory forms and booklets in large quantities. **THE BOULTON PRESS**, drawer 98, Cuba, N. Y.

GENERAL PRINTING, CATALOGUE and BOOKLET WORK.—Unusual facilities for large orders—monotype and linotype machines—large hand composing room, four-color rotary, cylinder, perfecting, job and embossing presses, etc. Original ideas, good workmanship, economy, promptness. Opportunity to estimate solicited.

WINTHROP PRESS, 419 Lafayette St., N. Y.

PUBLISHING BUSINESS OPPORTUNITIES

**\$40,000
will buy**

an excellent trade paper in a good and growing field. It has a paid subscription list of large purchasing power. It gets returns for its advertisers. The possibilities of increasing the income of the paper are excellent. It has a good organization which could probably be retained. This property ought to net \$10,000 to any good publisher. \$20,000 in cash necessary, or an all cash offer might reduce the price slightly. Principals only.

HARRIS-DIBBLE COMPANY

Publishing Properties,

253 BROADWAY

NEW YORK

The Man Looking for the Position

The Manufacturer Looking for an Advertising Man

Can get together through **PRINTERS' INK**. A dozen prominent advertisers want high-priced advertising managers now—read their ads in **PRINTERS' INK**. Every live advertising man who wants another position makes his wants known through **PRINTERS' INK**.

If you want a position or want to employ an advertising man, try a **PRINTERS' INK** Classified ad.

A Roll of Honor

Advertisements under this caption are accepted from publishers who have sent PRINTERS' INK a detailed statement showing the total number of perfect copies printed for every issue for one year. These statements are on file and will be shown to any advertiser. PRINTERS' INK's Roll of Honor is generally regarded as a list of publications which believes the advertiser is entitled to know what he is paying for.

No amount of money can buy a place in this list for a publication not having the requisite qualification.

Complete information will be sent to any publication which desires to enter this list.



PRINTERS' INK's Guarantee Star means that the publishers' statement of circulation in the following pages, used in connection with the Star, is guaranteed to be absolutely correct by Printers' Ink Publishing Company, who will pay \$100 to the first person who successfully controverts its accuracy.

ALABAMA

Anniston, Evening Star. Quantity and quality circulation; leading want ad. medium.

Birmingham, Ledger, dy. Average for 1908, 19,270. Best advertising medium in Alabama.

Montgomery, Journal, dy. Aver. 1908, 9,733. The afternoon home newspaper of its city.

ARIZONA

Phoenix, Republican. Daily aver. 1908, 6,551. Leonard & Lewis, N. Y. Reps., Tribune Bldg.

COLORADO

Denver, Post, has a paid cir. greater than that of any two other daily newspapers pub. in Denver or Colorado. Average cir., 1908, 55,467.

This absolute correctness of the latest circulation rating accorded the Denver Post is guaranteed by the publishers of Rowell's American Newspaper Directory, who will pay one hundred dollars to the first person who successfully controverts its accuracy.



CONNECTICUT

Bridgeport, Morning Telegram, daily average for July, 1909, sworn, 12,887. You can cover Bridgeport by using Telegram only. Rate 1½c. per line flat.

Meriden, Journal, evening. Actual average for 1907, 7,743; average for 1908, 7,736.

Meriden, Morning Record and Republican. Daily aver. 1906, 7,672; 1907, 7,769; 1908, 7,729.

New Haven, Evening Register, daily. Annual sworn average for 1908, 15,364; Sunday, 12,667. First 6 months, 1909, 17,080 copies daily (sworn).

New Haven, Union. Average 1908, 16,326; E. Katz, Special Agent, N. Y.

New London, Day, ev'g. Aver. 1906, 6,104; average for 1907, 6,547; for 1908, 6,739.

Norwalk, Evening Hour. Average circulation exceeds 3,450. Sworn statement furnished.

Waterbury, Republican. Average for 1908, Daily, 6,325; Sunday, 6,243.

DISTRICT OF COLUMBIA

Washington, Evening Star, daily and Sunday. Daily average for 1908, 36,762 (© ©).

FLORIDA

Jacksonville, Metropolis. Dy. av. 1st 6 mos., 1909, 12,907. E. Katz, Special Agent, N. Y.

Jacksonville, Times-Union. June dy 17,742; Sun 19,339. Benjamin Kentnor Co., N. Y. Chi. Sp. A.

GEORGIA

La Fayette, Messenger. Weekly. Average circulation, 1908, 2,841.

ILLINOIS

Belvidere, Daily Republican entitled to Roll of Honor distinction. Need more be said?

Champaign, News. Guaranteed larger circulation than all other papers published in the twin cities (Champaign and Urbana) combined.

Chicago, Breeder's Gazette, weekly. \$2. Average for first 6 months, 1909, 77,721.

Chicago. *Dental Review*, monthly. Actual average for 1907, 4,013; for 1908, 4,097.



Chicago Examiner, average 1908, Sunday 602,377, Daily 166,407, net paid. The Daily Examiner guarantees advertisers a larger city circulation, including carrier home delivery, than all the other Chicago morning newspapers COMBINED.

The Sunday Examiner SELLS more newspapers every Sunday than all the other Chicago Sunday newspapers PRINT.

The absolute correctness of the latest circulation rating accorded the Chicago Examiner is guaranteed by the publishers of Rowell's American Newspaper Directory, who will pay one hundred dollars to the first person who will successfully controvert its accuracy.

Chicago Record-Herald. Average 1908, daily net paid exceeding, 141,000; Sunday net paid exceeding, 197,000. It is not disputed that the Chicago Record-Herald has the largest net paid circulation of any two-cent newspaper in the world, morning or evening.

The absolute correctness of the latest circulation rating accorded the Record-Herald is guaranteed by the publishers of Rowell's American Newspaper Directory, who will pay one hundred dollars to the first person who will successfully controvert its accuracy.

Joliet Herald, evening and Sunday morning. Average for 1908, 6,308.

Libertyville, Business Philosopher, mo.; mercantile. Av. 1908, 16,608. A. F. Sheldon, Ed.

Peoria, Evening Star. Circulation for 1908, 20,911.

Sterling, Evening Gazette, average circulation for 1908, 4,409 First six months, 1909, 4,963.

INDIANA

Evansville, Journal-News. Average, 16,183. Sundays over 18,000. E. Katz, S. A., N. Y.

Notre Dame, The Ave Maria, Catholic weekly. Actual net average, 26,113.

Princeton, Clarion-News, daily and weekly. Daily average, 1,577; weekly, 2,641.

South Bend, Tribune. Sworn average July 1909, 10,239. Best in Northern Indiana.

IOWA

Burlington, Hawk-Eye, daily. Average 1908, 9,139. "All paid in advance."

Davenport, Times. Daily aver. July, 16,836. Circulation in City or total guaranteed greater than any other paper or no pay for space.

Dubuque, Times-Journal, morning and eve. Daily average, 1908, 12,664; Sunday, 14,731.

Washington, Eve. Journal. Only daily in county. 1,900 subscribers. All good people.

KANSAS

Hutchinson, News. Daily 1907, 4,870; 1908, 4,836. E. Katz, Special Agent, N. Y.

KENTUCKY

Harrodsburg, Democrat. W. Av. '08, 3,370. Largest and best paper in Central Kentucky.

Lexington, Herald. D av. 1908, 7,194. Sunday, 8,256. Week day, 7,006. Com. rates with Gazette.

Lexington, Leader. Average for 1908, evening, 6,448, Sunday 6,878. E. Katz

Louisville, The Times, evening daily, average for 1908 net paid 43,940.

MAINE

Augusta, Comfort, monthly. W. H. Gannett, publisher. Actual average, 1,294,438.

Augusta, Kennebec Journal, daily average 1908, 8,826. Largest and best circ. in Cent. Me.

Bangor, Commercial. Average for 1908, daily 10,070; weekly, 26,727.

Phillips, Maine Woods and Maine Sportsman, weekly. J. W. Brackett Co. Aver. for 1908, 7,977.

Portland, Evening Express. Average for 1908, daily 14,451. Sunday Telegram, 10,901.

MARYLAND

Baltimore, American. Daily average for 1908, 74,702; Sunday, 92,879. No return privilege.

Baltimore, News, daily. News Publishing Company. Average 1908, 84,395. For July, 1909, 81,662.

The absolute correctness of the latest circulation rating accorded the News is guaranteed by the publishers of Rowell's American Newspaper Directory, who will pay one hundred dollars to the first person who successfully controverts its accuracy.

MASSACHUSETTS

Boston, Evening Transcript (C). Boston's tea table paper. Largest amount of week day ad.



Boston, Globe. Average 1908, daily. 176,297; Sunday, 319,790. Largest circulation daily of any two-cent paper in the United States. Largest circulation of any Sunday newspaper in New England. Advertisements go in morning and afternoon edition for one price. During 1908 The Boston Globe printed a total of 22,450 columns, or 6,869,700 lines of advertising. This was 7,445 more columns, or 2,443,225 more lines than appeared in any other Boston newspaper.



BOSTON TRAVELER

Established 1825.

Average circulation for June, 1909, 102,645. Gain over June, 1908, 17,027.

The character and distribution of its circulation ensure results to advertisers. No questionable copy accepted.

In Boston It's The Post

JULY, 1909, Averages
Boston Sunday Post
251,506

Gain of 16,753 Copies
over July, 1908.

Boston Daily Post
284,674

Gain of 29,602 Copies
over July, 1908

Display Advertising

in July, '09, in the *Boston Post* was 278,999 agate lines, which was 46,055 lines in excess of its nearest daily and Sunday Boston contemporary.

Human Life, The Magazine About People. Guarantees and proves over 200,000 copies monthly

Clinton, Daily Item, net average circulation for 1908, 3,099.

Fall River, Globe. The clean home paper. Best paper. Largest cir. Actual daily av. 1908, 7,473.

Lawrence, Telegram, evening, 1908 av. 8,949. Best paper and largest circulation in its field.

Lynn, Evening Item. Daily sworn av. year 1907, 16,532; 1908, average, 16,396. Two cents. Lynn's family paper. Circulation far exceeds any Lynn paper in quantity or quality.

Salem, Evening News. Actual daily average for 1908, 18,332.

Worcester, Gazette, eve. Aver. first 5 months, 1909, 16,878; Largest evening circulation.

Worcester, L'Opinion Publique, daily (©©). The only Gold Mark French daily in the U. S.

MICHIGAN

Detroit, Michigan Farmer. Read by all Michigan farmers. Ask any advertiser. 80,000.

Jackson, Patriot. Average May, 1909, daily 9,348, Sunday 10,305. Greatest net circulation

Saginaw, Courier-Herald, daily. Only Sunday paper; aver. for 1908, 14,330. Exam. by A.A.A.

Saginaw, Evening News, daily. Average for 1908, 19,886; July, 1909, 21,187.

MINNESOTA

Duluth, Evening Herald. Daily average 23,093. Largest by thousands.

Minneapolis, Farm, Stock and Home, semi-monthly. Actual average for six months ending July 15, 1909, 100,166.

The absolute accuracy of *Farm, Stock & Home's* circulating rating is guaranteed by the American Newspaper Directory. Circulation is practically confined to the farmers of Minnesota, the Dakotas, Western Wisconsin and Northern Iowa. Use it to reach sections most profitably.



Minneapolis, Farmers' Tribune, twice-a-week. W. J. Murphy, publisher. Aver. for 1908, 38,370.



Minneapolis, Journal, Daily and Sunday (©©). In 1908 average daily circulation evening only, 75,639. In 1908 average Sunday circulation, 72,410. Daily average circulation for July, 1909, evening only, 70,161. Average Sunday circulation for July, 1909, 71,572. (Jan. 1, 1908, subscription rates were raised from \$4.50 to \$6.00 per year cash in advance. The Journal's circulation is absolutely guaranteed by the American Newspaper Directory. It goes into more homes than any other paper in its field.



Minneapolis, Svenska Amerikanska Posten. Swan J. Turnblad, publisher, 1908, 53,341.

CIRCULATION Minneapolis, Tribune, W. J. Murphy, publisher. Established 1867. Oldest Minneapolis daily. The Sunday *Tribune* average per issue for the year ending December, 1908, was 68,300. The daily by Am. Newspaper Directory. was 90,117.



MISSISSIPPI

Biloxi, Herald, evening. Average circulation for 1908, 1,096. Largest on Mississippi Coast.

MISSOURI

Joplin, Globe, daily. Average, 1908, 16,848. E. Katz, Special Agent, N. Y.

St. Joseph, New-Press. Circulation, 1908, 38,320. Smith & Budd, Eastern Reps.

St. Louis, National Druggist (©©), Mo. Henry R. Strong, Editor and Publisher. Average for 1908, 9,167. Eastern office, 508 Tribune Bldg.

St. Louis, National Farmer and Stock Grower, Mo. Actual average for 1908, 104,708.

NEBRASKA

Lincoln, *Deutsch-Amerikan Farmer* weekly. 142,390 for year ending Dec. 31, 1908.

Lincoln, *Free Press*, weekly. Average year ending Dec. 31, 1908, 142,440.

NEW JERSEY

Camden, *Daily Courier*. Actual average for year ending December 31, 1908, 8,870.

Jersey City, *Evening Journal*. Average for 1908, 24,078. Last three months 1908, 20,621.

Newark, *Evening News*. Largest circulation of any newspaper in New Jersey.

Trenton, *Evening Times*. Av. 1906, 18,237. Av. 1907, 20,370; last quarter yr. '07, av. 20,409.

NEW YORK

Albany, *Evening Journal*. Daily average for 1908, 16,930. It's the leading paper.

Brooklyn, N. Y. Printers' Ink says *The Standard Union* now has the largest circulation in Brooklyn. Daily average for year 1908, 82,286.

Buffalo, *Courier*, morn. Average, Sunday, 91,447, daily, 81,604; *Enquirer*, evening, 34,870.

Buffalo, *Evening News*. Daily average for 1906, 94,473; 1907, 94,843; 1908, 94,033.

Gloversville and Johnstown, N. Y. *The Morning Herald*. Daily average for 1908, 8,132.

Mount Vernon, *Argus*, eve. Daily av. cir. 6 mos. ending June 30, 1909, 8,089. Only daily here.

Newburgh, *Daily News*, evening. Average circulation entire year, 1908, 6,229. Circulates throughout Hudson Valley. Examined and certified by A.A.A.

NEW YORK CITY

Army and Navy *Journal*. Est. 1863. Weekly average, 12 months ending May 31, 1909, 10,344.

Baker's *Review*, monthly. W. R. Gregory Co., publishers. Actual average for 1908, 6,700.

Clipper, weekly (Theatrical). Frank Queen Pub. Co., Ltd. Average for 1908, 26,022 (©©).

Leslie's *Weekly*, 225 Fifth Avenue, Leslie-Judge Co. 191,640 guaranteed.

The Tea and Coffee Trade Journal. Average circulation for year ending Dec., 1908, 10,230. Dec., 1908 issue, 10,000.

The World. Actual average, Morning, 345,494. Evening, 408,173. Sunday, 463,326.

Poughkeepsie, *Star*, evening. Daily average for first five months 1909, 4,827; May, 5,342.

Rochester, *Daily Abendpost*. Largest German circulation in state outside of New York City.

Schenectady, *Gazette*, daily. A. N. Liecby. Actual Average for 1908, 16,760.

Syracuse, *Evening Herald*, daily. Herald Co., pub. Aver. 1908, daily 34,067; Sunday, 40,981.

Troy, *Record*. Average circulation 1908, 20,402. Only paper in city which has permitted A. A. A. examination, and made public the report.

Utica, *National Electrical contractor*, mo. Average for 1908, 2,583.

Utica, *Press*, daily. Otto A. Meyer, publisher. Average for year ending Jan 1, 1909, 16,374.

OHIO

Ashabula, *Amerikan Sanomat* Finnish. Actual average, 11,120.

Cleveland, *Ohio Farmer*. Leads all farm papers in paying advertisers. 100,000.

Cleveland, *Plain Dealer*. Est. 1841. Act. daily and Sunday average 1908, 78,291, July, 1909, 85,497 daily; Sunday, 102,586.

Columbus, *Midland Druggist*. The premier pharmaceutical magazine. Best medium for reaching druggists of the Central States.

Dayton, *Journal*. Actual average, 21,217.

Springfield, *Farm and Fireside*, over ¼ century leading Nat. agricult'l paper. '08, 465,716.

Youngstown, *Vindicator*. D'y av., '08, 15,000; Sy., 10,400; LaCoste & Maxwell, N. Y. & Chicago.

OKLAHOMA

Muskogee, *Times-Democrat*. Average 1907, 6,689; for 1908, 6,689. E. Katz, Agent, N. Y.

Oklahoma City, *The Oklahoman*. 1908 aver., 26,908; July, '09, 31,166. E. Katz, Agent, N. Y.

OREGON

Portland, *The Oregonian*, (©©) For over fifty years the great newspaper of the Pacific Northwest—more circulation, more foreign, more local and more classified advertising than any other Oregon newspaper. July NET PAID circulation, daily, 39,325, Sunday average, 49,533.

PENNSYLVANIA

Chester, *Times*, ev'g d'y. Average 1908, 7,883. N. Y. office, 225 5th Ave. F. R. Northrop, Mgr.

Erie, *Times*, daily. Aver. for 1908, 18,487; July, 1909, 19,123. E. Katz, Special Agt., N. Y.

Harrisburg, *Telegraph*. Sworn average July, 1909, 16,144. Largest paid circulation in Harrisburg or no pay. Shannon, N. Y.; Allen & Wa-d, Chicago.

Johnstown, *Tribune*. Average for June, 1909, 12,674. Only evening paper in Johnstown.

WISCONSIN

Janesville, Gazette. Daily average, July, 1909, daily, **4,899**; semi-weekly, **1,800**.

Madison, State Journal, daily. Actual average for 1908, **6,090**.

Milwaukee, Evening Wisconsin, daily. Average for July, 1909, **40,907** (C). The great Home Paper of Wisconsin.

Milwaukee, The Journal, ev., ind daily. Daily average for 12 mos., **57,609**; for June, 1909, **55,779**; daily gain over June, 1908, **2,648**. Over 50% of Milwaukee homes. Flat rate 7 cents per line. Carries largest amount of advertising of any paper in Milwaukee.

Oshkosh, Northwestern, daily. Average for April, 1908, **9,348**. Examined by A. A. A.

Racine, Journal, daily. Av. for 12 months ending May 1, 1909, **4,442**; April, **4,660**.



THE WISCONSIN AGRICULTURIST
Racine, Wis. Established 1877. Actual weekly average for year ended June 30, 1909, **60,762**. Larger circulation in Wisconsin than any other paper. Adv. \$3.50 an inch. N. Y. Office. 41 Park Row. W. C. Richardson, Mgr.

WYOMING

Cheyenne, Tribune. Actual net average six months, 1908, daily, **4,877**; semi-weekly, **4,420**.

BRITISH COLUMBIA

Vancouver, Province, daily. Av. for 1908, **15,932**; July, '08, **16,244**; July, '09, **18,651**; H. DeClerque, U. S. Repr., Chicago and New York.

MANITOBA, CAN.

Winnipeg, Free Press, daily and weekly. Average for 1908, daily, **37,095**; daily July, 1909, **41,470**; weekly 1908, **27,425**; July 1909, **24,635**.

Winnipeg, Der Nordwesten. Canada's German newspaper. Av. 1908, **17,645**. Rates 56c. in.

Winnipeg, Telegram, dy. av. for 5 mos. to Apl. 30, '09, **26,445**. Weekly, same period, **29,810**.

NEW BRUNSWICK, CAN.

Moncton, Daily Times. Aver. 1908, **2,445**. Now over **3,000**. Largest between St. John, N. B., and Halifax, N. S.

QUEBEC, CAN.

Montreal, La Presse. Actual average, 1908, daily **99,239**, weekly **46,935**.

The Want-Ad Mediums

This list is intended to contain the names of those publications most highly valued by advertisers as Classified Mediums. A large volume of want business is a popular vote for the newspaper in which it appears. Advertisements under this heading are desired only from papers of the requisite grade and class.

COLORADO

WANT advertisers get best results in Colorado Springs *Evening Telegraph*. 1c. a word.

THE Denver Post prints more paid Want Advertisements than all the newspapers in Colorado combined.

DISTRICT OF COLUMBIA

THE *Evening and Sunday Star*, Washington, D. C. (C), carries double the number of Want Ads of any other paper. Rate 1c. a word.

ILLINOIS

THE Chicago *Examiner* with its 650,000 Sunday circulation and 175,000 daily circulation brings classified advertisers quick and direct results. Rates lowest per thousand in the West.

THE *Daily News* is Chicago's Want Ad Directory.

INDIANA

THE INDIANAPOLIS STAR

The Leading "Want Ad" medium of the State, publishes more paid classified advertising than any other paper in Indiana.

RATE

All Classifications One Cent Per Word.
Only Sunday Paper in Indianapolis.

MAINE

THE *Evening Express* carries more Want Ads than all other Portland dailies combined.

MARYLAND

THE Baltimore *News* carries more Want Ads than any other Baltimore daily. It is the recognized Want Ad Medium of Baltimore.

MASSACHUSETTS

THE Boston *Evening Transcript* is the Great Resort Guide for New Englanders. They expect to find all good places listed in its advertising columns



THE Boston *Globe*, daily and Sunday, for the year 1908, printed a total of 417,908 paid Want Ads. This was 233,144, or more than twice the number printed by any other Boston newspaper.



MINNESOTA

THE Minneapolis *Journal*, daily and Sunday, carries more paid Classified Advertising than any other Minneapolis newspaper. No free or cut-rate advertisements and absolutely no questionable advertising accepted at any price. Classified wants printed in July, 1908, amounted to 169,176 lines; the number of individual ads published were 23,132. Eight cents per agate line charged. Cash order one cent a word, minimum, 20 cents.



THE Minneapolis *Tribune* is the recognized Want Ad Medium of Minneapolis.

CIRCULATION THE Minneapolis *Tribune* is the oldest Minneapolis daily and has over 90,000 subscribers. It publishes over 140 columns of Want advertisements every week at full price (average of two pages a day); no free ads, price covers both morning and evening by Am. News-issues. Rate, 10 cents per line. paper D'tory Daily or Sunday.



MISSOURI

THE Joplin *Globe* carries more Want Ads than all other papers in Southwest Missouri combined, because it gives results. One cent a word. Minimum, 15c.

MONTANA

THE Anaconda *Standard*, Montana's best newspaper. Want Ads, 1c. per word. Circulation for 1908, 10,629 daily; 14,206 Sunday.

NEW JERSEY

THE Jersey City *Evening Journal* leads all other Hudson County newspapers in the number of Classified Ads carried. It exceeds because advertisers get prompt results.

THE Newark, N. J. *Freie Zeitung* (daily and Sunday) reaches bulk of city's 100,000 Germans. One cent per word; 8 cents per month.

NEW YORK

THE Albany *Evening Journal*, Eastern N.Y.'s best paper for Wants and Classified Ads.

THE Buffalo *Evening News* is read in over 90% of the homes of Buffalo and its suburbs, and has no dissatisfied advertisers. Write for rates and sworn circulation statement.

THE *Argus*, Mount Vernon's only daily. Greatest Want Ad Medium in Westchester County.

PRINTERS' INK, published weekly. The recognized and leading Want Ad Medium for want ad mediums, mail order articles, advertising novelties, printing, typewritten circular, rubber stamps, office devices, advertising, ball-toss making, and practically anything which interests and appeals to advertisers and business men. Classified advertisements, 30 cents a line per issue flat, six words to a line.

OHIO

THE Youngstown *Vindicator*—Leading Want Ad Medium. 1c. per word. Largest circulation.

OKLAHOMA

THE *Oklahoman*, Okla. City, 31,166. Publishes more Wants than any 7 Okla. competitors.

PENNSYLVANIA

THE Chester, Pa., *Times* carries from two to five times more Classified Ads than any other paper. Greatest circulation.

SOUTH DAKOTA

THE Sioux Falls *Daily Press* carries 40% more advertising than any other South Dakota paper; 100% more of Want ads.

UTAH

THE Salt Lake *Tribune*—Get results—Want Ad Medium for Utah, Idaho and Nevada.

CANADA

THE *Evening Citizen*, Ottawa, the Capital of Canada, prints more want ads than all other Ottawa papers combined, and has done so for years. One cent a word.

THE *La Presse*, Montreal. Largest daily circulation in Canada without exception. (Daily 99,239—sworn to.) Carries more Want Ads than any newspaper in Montreal.

(OO) Gold Mark Papers (OO)

Advertisers value the Gold Mark publications more for the class and quality of their circulation than for the mere number of copies printed.

Out of a total of over 22,000 publications in America, 122 are distinguished from all the others by the so-called gold marks (OO).

ALABAMA

The Mobile *Register* (OO). Established 1821. Richest section in the prosperous South.

DISTRICT OF COLUMBIA

Everybody in Washington SUBSCRIBES to *The Evening and Sunday Star*. Average, 1908, 36,762 (OO).

GEORGIA

Atlanta *Constitution* (OO). Now as always, the Quality Medium of Georgia

Savannah *Morning News*, Savannah, Ga. *The Daily Newspaper for Southern Georgia*. C. H. Eddy, New York and Chicago Representative.

ILLINOIS

Bakers' Helper (OO), Chicago. Only "Gold Mark" journal for bakers. Oldest, best known.

Grain Dealers Journal (OO), Chicago, the grain trade's accepted medium for "Want" ads.

The Inland Printer, Chicago (OO). Actual average circulation for 1908, 15,866.

KENTUCKY

Louisville *Courier-Journal* (☉☉). Best paper in city; read by best people.

MAINE

Lewiston *Evening Journal*, daily, average for 1907, 7,784; weekly, 17,545 (☉☉); 7.44% increase daily over last year.

MASSACHUSETTS

Boston, *American Wool and Cotton Reporter*. Recognized organ of the cotton and woolen industries of America (☉☉).

Boston *Evening Transcript* (☉☉), established 1830. The only gold mark daily in Boston.

Worcester *L'Opinion Publique* (☉☉). Only French paper among 75,000 French population.

MINNESOTA

The Minneapolis *Journal* (☉☉). Largest home circulation and most productive circulation in Minneapolis. Carries more local advertising, more classified advertising and more total advertising than any paper in the Northwest.

THE NORTHWESTERN MILLER

(☉☉) Minneapolis, Minn., \$4 per year. Covers milling and flour trade all over the world. The only "Gold Mark" milling journal (☉☉).

NEW YORK

Army and Navy Journal, (☉☉). First in its class in circulation, influence and prestige.

Brooklyn *Eagle* (☉☉) is THE advertising medium of Brooklyn.

Century Magazine (☉☉). There are a few people in every community who know more than all the others. These people read the *Century Magazine*.

Dry Goods Economist (☉☉), the recognized authority of the Dry Goods and Department Store trade.

Electric Railway Journal (☉☉). A consolidation of "Street Railway Journal" and "Electric Railway Review." Covers thoroughly the electric railway interests of the world. MCGRAW PUBLISHING COMPANY.

Engineering News (☉☉). Established 1874. The leader in its field. Reaches the man who signs the order. Ask any of its thousand advertisers. Circulation over 16,000 weekly.

The Engineering Record (☉☉). The most progressive civil engineering journal in the world. Circulation averages over 14,000 per week. MCGRAW PUBLISHING COMPANY.

The Evening Post (☉☉). Established 1801. The only Gold Mark evening paper in New York. "The advertiser who will use but one evening paper in New York City will, nine times out of ten, act wisely in selecting The Evening Post." —Printers' Ink.

New York *Herald* (☉☉). Whoever mentions America's leading newspapers mentions the New York *Herald* first.

LIFE without a competitor. Humorous, clever, artistic, satirical, dainty, literary. The only one of its kind—that's LIFE.

Scientific American (☉☉) has the largest circulation of any technical paper in the world.

The New York *Times* has a greater daily city sale than the combined city sales of the other three morning newspapers popularly ranked with it as to quality of circulation.

New York *Tribune* (☉☉), daily and Sunday. Established 1841. A conservative, clean and up-to-date newspaper, that goes to the homes of the great middle class.

Vogue (☉☉) carried more advertising in 1906, 1906, 1907, than any other magazine of gen. cir.

OREGON

The *Oregonian*, (☉☉), established 1851. The great newspaper of the Pacific Northwest.

PENNSYLVANIA

The *Press* (☉☉) is Philadelphia's Great Home Newspaper. It is on the Roll of Honor and has the Guarantee Star and the Gold Marks—the three most desirable distinctions for any newspaper. Sworn circulation of *The Daily Press*, for 1908, 95,349; *The Sunday Press*, 133,984.

THE PITTSBURG (☉☉) DISPATCH (☉☉)

The newspaper that judicious advertisers always select first to cover the rich, productive Pittsburgh field. Best two cent morning paper, assuring a prestige most profitable to advertisers. Largest home delivered circulation in Greater Pittsburgh.

RHODE ISLAND

Providence *Journal* (☉☉), a conservative enterprising newspaper without a single rival.

SOUTH CAROLINA

The *State* (☉☉), Columbia, S. C. Highest quality, largest circulation in South Carolina.

VIRGINIA

Norfolk Landmark (☉☉). Oldest and most influential paper in tidewater.

WASHINGTON

The *Seattle Times* (☉☉) leads all other Seattle and Pacific Northwest papers in influence, circulation, prestige.

WISCONSIN

The *Milwaukee Evening Wisconsin* (☉☉), the only Gold Mark daily in Wisconsin. The home paper that deserves first consideration when advertising appropriations are being made.

CANADA

The *Halifax Herald* (☉☉) and the *Evening Mail*. Circulation 15,558, flat rate.

The *Globe*, Toronto (☉☉), enjoys the good opinion of the best people.

— TO —

Manufacturers of Toilet Articles.

No class of women purchase more toilet articles than the women of the stage. They buy the best, for cheap toilet articles are not reliable.

For the advertising of toilet articles you cannot get a better advertising medium than a theatrical publication. The leading theatrical paper is the

NEW YORK CLIPPER

Send for a copy to
The Frank Queen Publishing Co., Ltd.

NEW YORK

ALBERT J. BORIE, General Manager.

Money to Spend. We have a bang up town—lots of work—steel mills—glass works, coal mines, gas, oil, well-to-do people—a big college and many home owners. Hard times never touched us—we have money to spend. Reach us through the **Washington Record**, Washington, Pa.

10,000 Farmers

living in Nebraska and adjacent states can be talked to if you will tell your story through the advertising columns of

Campbell's Scientific Farmer

of Lincoln, Neb.,

and it will only cost you 7 cents a line to do so.

It is an agricultural monthly that is carefully read and preserved owing to the character of its articles on tilling of the soil.

Advertisers now using it speak well of it and it should be on the list of every concern that desires to sell goods to the farmer.

Issued on the 18th of each month.

A small circulation but a select one.

Send your order through any Advertising Agency or direct to

GEO. W. WILLIS

Publisher's Representative

Met. Life Ins. Co. Bldg.

New York City.

Send for a copy of my booklet, "How to Sell Goods Through the Mails."

"A Daily Newspaper for The Home"

The Christian Science Monitor

OF BOSTON, MASS.

Every Afternoon Except Sunday

World-wide Circulation and undoubtedly the most closely read newspaper in the world.

Advertising rates furnished on application.

THE LEADING THEATRICAL WEEKLY

VARIETY

The only theatrical paper reaching the desirable class of readers.

Publication Office

1536 BROADWAY, NEW YORK CITY

Iowa Farmer

(Incorporated)

How much do you pay for space? Get in to a live one at a reasonable figure, and take time to investigate. It is the Standard size and the *Best of them Editorially.*

Special Investment Offering of the Iowa Farmer Publishing Company of Dubuque, Iowa.

Ten dollars per share 7 per cent. guaranteed Stock now on sale. The amount of stock offered is very limited. The Investment is of a character rarely, if ever, offered to the Public. The entire amount realized from the sale of the stock goes into the development of the publication you can farm by. A large sum will be invested in an experimental farm, to make IOWA FARMER more practical and profitable. Investors also participate in all earnings over and above the fixed rate of interest. Address,

**Iowa Farmer Publishing Co.
Dubuque, Iowa.**

Paris Modes

Circulation Growing ALWAYS Growing

CIRCULATION growth. The magazine that increases, not only rapidly but steadily, offers to the general advertiser a safe investment. Spasmodic circulation, that is, a circulation that is up six months, then down, is not a profitable advertising space to buy. A comparison of the three years and eight months circulation of PARIS MODES will convince you that PARIS MODES is a magazine that appeals strongly to the home reader.

1906	Total Circulation for Year	- 57,000
1907	Total Circulation for Year	- 200,100
1908	Total Circulation for Year	- 480,000
1909	Total Circulation for 1st 8 months	1,005,000

These figures are always open for the advertisers' investigation. PARIS MODES is a growing proposition. It is always growing and will reach 250,000 circulation by January 1st, 1910.

We increase our advertising rate on October 1st, to \$1.00 a line. We are giving advertisers the opportunity of contracting at the present rate of 50 cents a line, until October 1st, 1910. Contracts must be made before October 1st, 1909.

Take into consideration our growth, the great future possibilities, and the opportunity of getting this growing circulation for 50 cents a line. A number of our most conservative and best advertisers are taking advantage of this opportunity and are contracting *now*.

**October over 200,000
Guaranteed**

The Paris Modes Company
36-44 West 24th Street, New York

HARPERS'

has a larger circulation than
any other magazine claiming
to be in the same class.

¶ It stands first in the good
opinion of advertisers who
value high class publicity.

¶ It stands the true test
of advertising value—it sells
your goods.